



# AMERICAN BICYCLIST

## BICYCLE FRIENDLY: HOW WE DID IT

*Real stories from the people who made it happen in their own communities, businesses and universities p. 10*

## BFA AS AN ADVOCACY TOOL

*How advocacy organizations are using the program to boost their state and local efforts p. 24*

## 2013 BFA AWARDS LIST:

*The comprehensive directory of bicycle friendly communities, businesses and universities p. 28*

*March — April 2014*

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# BICYCLE FRIENDLY AMERICA 2013





# BECOME A LEAGUE OF AMERICAN BICYCLISTS LIFE MEMBER

**B**ecome a life member of the League today and your dues will be invested in a special Life Member Fund. Since 1978, this fund has supported education and advocacy programs – ensuring a lifetime of better bicycling for you and your family. In addition to showing your commitment to the League and its critical mission, you'll get all the benefits of regular membership, plus a life member pin and special life member mailings.



"I became a life member to invest in the future of bicycling and help the League continue our movement's growth. I try to improve bicycling in my community and I know my efforts are enhanced by the League. Being a life member broadens my efforts, and benefits riders from coast to coast."  
- Jennifer Fox, San Francisco, Calif.



"I became a life member because I believe in the League's work. Education programs; the Bicycle Friendly America program; and the National Bike Summit make a difference in my life and in the lives of bicyclists across the country!"  
- Buzz Feldman, Longmont, Colo.

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☐ **Life Membership - \$1,200** ☐ **Family Life Membership - \$1,750**

☐ Enclosed is a check (payable to the League of American Bicyclists)

Please charge my: ☐ Visa ☐ Mastercard ☐ AmEx

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

**RETURN TO:** League of American Bicyclists | 1612 K St. NW, Suite 308, Washington, DC 20006 | Tel: 202-822-1333 | Fax: 202-822-1334 | [www.bikeleague.org](http://www.bikeleague.org)

BLF06

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# ONE PROGRAM, MANY SUCCESSES

I couldn't be more proud of the talented staff we've assembled at the League. Everyone is passionate about bicycling and the League itself, and nowhere is that more evident than the Bicycle Friendly America (BFA) team. The recent addition of Amelia Neptune and Steve Clark gives us real-world experience from folks who have directly implemented at the local level the programs they're now running at a national scale.

Fortunately, they're still willing to let me out into the field occasionally and in January I got to spend a day in both Oklahoma City and Tulsa reviewing each community's progress toward greater bike-friendliness. For me, it was a terrific opportunity to see firsthand how the BFA program is evolving — and how Trek's continued support for the program is helping that evolution.

Trek is keen to involve their dealers in the BFA program because they recognize that, in the current retail environment (i.e. the internet age!), traditional bike shops will go the way of the dinosaur — unless they become the hub of the bicycling community. Shops have to be more than just shops if they are to survive; they need to offer rides, events, advocacy, information, a sense of community and serve as a gathering place for cyclists.

The dealers I saw in Oklahoma are doing just that. Schlegel's in Oklahoma City has two stores on opposite sides of the same street, and they're working hard to get the road improved so people can actually walk safely across the street to get

from one to the other! They cater to just about every type of cyclist, from cruisers and fixies, to triathletes and racers, and they even had my ride, a Trek 520 touring bike, hanging from the ceiling. Plus, they have a patio out back where you can get food and drinks.

Lee's Bicycles in Tulsa is living the new urban dream. They just moved back to a downtown location in a restored industrial building and brought with them a running store and a fitness center. They're on the cutting edge of an urban revival in Tulsa that is every bit as exciting as it is surprising. They're fully involved in the development of a new bicycle plan and burgeoning trail and on-street bike network.

We love these guys because Trek's support for the BFA program is exemplary. Honestly, though, every local bike shop — whether it's a Performance store, a Giant dealer or independent — is a treasure worth supporting with your busi-

ness. Could some of them use a refresher course in customer service? For sure. But just like your local bike club, bike shops are the lifeblood of our community and we need them to thrive.

Of course, building a bicycle-friendly America for everyone goes far beyond bike shops. In this issue, we asked a diverse array of BFA participants — from Microsoft to Bowdoin College to Bike Walk Mississippi — to share how they've used the programs to make their communities, businesses and universities better places to live, work and learn. And reading their stories I have to say again: I couldn't be more proud. Learn how you can get engaged in the Bicycle Friendly America program at [bikeleague.org/bfa](http://bikeleague.org/bfa). ■

*Andy Clark*

*Andy Clark, League President*



# INBOX

## LEARNING FROM ADVOCATES

I learned so much putting together the answers for the Bicycle Friendly State survey. While I have been the Safe Routes to School Project Manager for many years, I'm new to the overall bike/ped side. This experience gave me a lot of good face time with our advocates, and gave them a chance to interact with me in my new position. I also got a better overall picture of all the fantastic things we have done in Ohio. Thank you!

-Julie Walcoff, Bike/Ped and Safe Routes to School Program Manager, Ohio Department of Transportation

## BIKE SAFE, HILTON HEAD

Those of us in our Hilton Head Island Bicycling Advisory Committee wanted to let you know that we continue to make good progress helping make HHI safer and more bicycle friendly. I'm happy to report that we've constituted a traffic safety committee in Sea Pines, which first addressed vehicular traffic control and speeds, and is now focused on pathways safety and infrastructure additions and improvements. Keep up the good work at the League.

-Frank Babel, Hilton Head Island, S.C.

## CONGRATS PHYLLIS HARMON!

I remember being at LAW events in the early 1970s and being with Phyllis Harmon. She had done a great job holding the

League together. Enclosed is our family's donation of \$100 — \$97 for each of Phyllis's years and \$3 for her next three birthdays.

-William and Priscilla Johnson, Arlington, Va.

## CORRECTIONS

In the January-February issue of *American Bicyclist*: Gary Fisher's name was misspelled in the cover photo caption; an out-dated chart on commuter rail bicycle policies was erroneously included on page 24; and Madison, Wisc., and Detroit, Mich., were placed incorrectly on the map on page 28.

All of these inaccuracies have been corrected in the digital magazine, available online at [www.bikeleague.org/americanbicyclist](http://www.bikeleague.org/americanbicyclist). ■



## FROM FACEBOOK

In response to: *End of 2014 National Bike Summit early registration:*

Just booked our hotel and flights! SO EXCITED. Is it March yet?

-Polar Bottle, a Summit sponsor

In response to: *What is your favorite moment from past National Bike Summits?*

Bikes Mean Business. It's a tremendously powerful message across both

sides of the aisles. Keep it and emphasize it! Maybe add that all win with bicycles. There are simply no losers when bikes are involved.

-James Paul

Realizing whether you like it or not, if you ride a bike, you are an advocate for bicycling. How important one voice can be, in a neighborhood, in the City, in the State, or in the Nation's Capital.

-Coreen Frasier



## FROM TWITTER

Steven @lycosa2000 | Jan. 22

@BikeLeague @bfc\_Steve Keep up the good work! It's great to know we've got good people out there fighting for our shared interests.

Spokes Etc. @SpokesEtc | Jan. 20

A New Mission and Vision for the League \*We're big fans of the all-inclusive new mission! #bikedc ■

**GIVE US YOUR FEEDBACK** Email your comments to [carolyn@bikeleague.org](mailto:carolyn@bikeleague.org); send a letter to 1612 K St NW, Ste 308, Washington, DC 20006; or chime in on Facebook ([facebook.com/leagueamericanbicyclists](https://facebook.com/leagueamericanbicyclists)) or Twitter (@bikeleague).

# MEMBER SNAPSHOT:

## Monty Andrews

A few years ago, a friend and I were chatting in a park here in Venice, Fla., discussing the virtues and drawbacks of living in a small community of 21,000 residents, where the average age hovers around 68. We found ourselves delving into a fascinating question: What could be done to remake the image of the city to one that revolved around healthy and active lifestyles?

I never forgot that conversation.

In 2007, an advisory board comprised of several bicycling advocates and city representatives was assembled to discuss the opportunity to become a Bicycle Friendly Community.

What did we have going for us? Desire, city hall support, a lot of local cyclists and the completion of a significant portion of a paved 10-mile trail, the Venetian Waterway Park. After a year of concentrating on answering the five “E’s”, and making a nuisance of ourselves talking to Bill Nesper, the League’s Vice President of Programs, we submitted our application in 2008.

The staff at city hall were confident we would earn Bronze and so were the members of our advisory board. I, on the other hand, was more skeptical. Yes, we were now completing the Venetian Waterway Park, had installed additional bike racks around the city, passed out bike safety and rules booklets, conducted orientation rides for new cyclists, and more... but was it enough?

Finally, a few weeks later, we received a call from our bike coordinator at city hall. He had gotten the news: We had received,



not Bronze, but an honorable mention. But we got more than a simple response — we got customized feedback and suggestions on what additional projects we should consider to keep working on gaining a BFC designation.

Our dream of becoming a BFC lay fallow for a couple of years until a new committee came together at a particularly exciting moment: The Legacy Trail was completed, and an overpass constructed over U.S. Highway 41 connecting it to Venice Waterway Park. This connection just happened to be one of the suggestions the League had recommended!

During the spring of 2012, our committee felt we had put together the best application possible, having learned

a great deal from the first attempt four years earlier.

Now the waiting would begin for the results of our hard work.

When word did arrive that the city’s application for BFC status was approved, and at the Silver level, it was hard to put the feeling into words: joy, relief and satisfaction all wrapped up in one! At the next city council meeting a special announcement was made bringing cheers from those in attendance.

Since receiving the award, it’s been amazing to see the number of additional visitors who come to our city to see for themselves what made us a Bicycle Friendly Community. They’re not disappointed. Now that they realize the city and the Bike/Ped Venice committee is working on their behalf, local riders seem more comfortable — and confident —

When ... the city’s application for BFC status was approved, and at the Silver level, it was hard to put the feeling into words: joy, relief and satisfaction all wrapped up in one!

that our city is committed to making biking even safer and more enjoyable.

So what’s our next step? Gold, of course — and a healthier, active lifestyle for all. MONTY ANDREWS IS THE CHAIR OF THE BIKE WALK VENICE COMMITTEE THAT WORKED WITH THE CITY OF VENICE TO APPLY FOR THE BICYCLE FRIENDLY COMMUNITY DESIGNATION. ANDREWS IS RETIRED, HAVING PREVIOUSLY SERVED 12 YEARS ON THE CITY PARKS AND RECREATION ADVISORY BOARD. ■

# DONOR SPOTLIGHT:

## Gail Copus Spann

*Gail Copus Spann is the Chairwoman of the League's Board of Directors – and has been a supporter for 20 years. She and her husband Jim recently matched the gifts of more than 800 League members, contributing \$114,000 to support better bicycling across the country.*

### TELL US HOW YOU GOT INTO BICYCLING.

Back in 1992, one of my friends challenged me to participate in a 150-mile bike ride from Houston to Austin – but I'd never pedaled more than three miles at one time since I was a kid. Still, for some reason, I found myself buying a bike that week (an ill-fitting bike, I would soon discover) and trained for a month. Despite soreness and rain, I loved each and every one of those 187 miles. I was hooked, so I signed up for every ride in Texas I could find. By the way, I ditched the ill-fitting bike and bought a properly fitted road bike. What a difference!

### HOW DID YOU GET INVOLVED WITH THE LEAGUE?

Back in the day, the only news about cycling and events were to be found at the local bike shops. I had seen an application at a store, grabbed it and sent in my membership dues once I read what the League was doing for cycling and cyclists. I have been a member ever since. That was in 1992.

### WHY IS IT SO IMPORTANT FOR YOU TO GIVE BACK TO THE LEAGUE (AND, IN TURN, THE CYCLING COMMUNITY)?

The Houston bicycling community paid all of my medical expenses after I broke my pelvis while racing. They sent checks,



*Gail Spann (front) and her husband Jim have been League supporters for more than 20 years.*

cash and warm wishes after the word got out about my injury, my lack of insurance, and my lack of mobility. I had been the president of a local club, active in many others, very social in the cycling community in the Houston area. I was also racing on a sponsored women's team, the Singletrack Sisters, and we were notorious for being fun and outgoing.

In those moments, I committed to myself that I would give back to the bicycling community in any way I could – and that included serving on a Board of Directors. I felt then, and still do today, that the League is the premier national organization that represents me, my friends, and my community.

### TALK TO US ABOUT YOUR FAVORITE LEAGUE PROGRAMS/INITIATIVES.

I'll start by saying that I love all of our programs, and they are each amazingly important! My first interaction with a League initiative was the League Cycling Instructor program. I had been training women to mountain bike and had been a team captain for on- and off-road racing for years – so, after chatting with two friends who were also interested, we took our required classes together and all earned LCI status.

When I joined the Board of Directors, I wanted to head the Education Committee and work for continued progress and growth and representation; I wanted us to be the “go-to” organization for cycling programs. I also find myself drawn to our Women Bike program, simply through my desire to see more women bike with confidence.

### WHERE DO YOU SEE THE LEAGUE IN 10 YEARS?

Even today, I see the League with an amazing cadre of resources for all cyclists, city planners and government officials to use. Anyone who is interested in any aspect of bicycling – laws, best practices, commuting, bicycle repair, riding safely – will find that the League is a valuable and comprehensive resource. We've got a great foundation of programs, and I see us continuing to strengthen those over the next decade. I see myself being 70 and still active in the League! ■



# GIVING

*Thank you* to the following organizations and individuals who contributed to the League, above and beyond membership dues, in November and December 2013. All individual gifts received between December 1 and December 31 were matched as part of Board Chairwoman Gail Spann's "Match Challenge" — the grand total matched was an incredible \$114,853!

## \$5,000 +

### Organizations

Boca Raton Bicycle Club  
Kimberly-Clark Corporation,  
Neenah, WI Sites  
Stephen M. Seay Foundation

### Individuals

Turner Ratrie  
Bill Wilson

## \$2,500-4,999

### Organizations

Climate Ride

### Individuals

Robert Dickinson

## \$1,000-2,499

### Organizations

Gainesville Cycling Club  
Folks On Spokes Bicycle Club  
Grizzly Peak Cyclists  
McHenry County Bicycle Club  
Narragansett Bay Wheelman  
Orange County Wheelmen  
Tri-County Bicycle Association

### Individuals

Alan Cannon  
Lloyd Davis  
Alison Graves  
Robert Gubler  
Jeff Kearns  
Gary Klein  
Bryan Lorber  
Ann Mack  
David Madson  
Rowland Mayor  
Sam Mudie  
Julia Sharpe and Family  
Nathaniel Sharpe and Family  
H. Steiger  
Preston Tyree  
Carolyn Vonderfecht  
Karin Weisburgh  
Corinne Winter

## \$500-999

### Organizations

Almaden Cycle Touring Club  
Delaware Valley Bicycle Club

Huntington Bicycle Club  
Richmond Area  
Bicycling Association

### Individuals

Diane Bolton  
A. Michael Broennele  
Harry Brull  
Marc Currie  
Dana Dahlstrom  
Virginia deLima  
Carol Eibling and Family  
Richard Keir  
Edward Kleinbard  
Ralph Krumins  
Craig Lewis  
Emily Littleton  
Mark Makulinski  
Larry Mysz  
Carl Peterson  
Judy Scheer  
Patrick Schnell  
Delores Simmons  
Howard Smith  
Michael Sullivan  
Sundback-Owens Family  
Eric Swanson and  
Devon Hodges  
Thompson Family  
Art Troutner  
Dru Van Hengel

## \$100-499

### Organizations

Blue Ridge Bicycle Club  
Chicago Cycling Club  
Los Angeles Wheelmen  
Bicycle Club  
Mid-Hudson Bicycle Club  
Silver Wheels Cycling Club  
Sun City Cyclers

### Individuals

Peter Aaron  
Jeff Anderson  
Mark Armstrong  
Ronald Arner and Family  
Rob Attack  
Charles Avery  
Joseph Axtell  
Lyndon Babcock  
James Baranski

Jim and Kevin Baross  
and Julie Hocking  
Susan Barrows  
Jonathan Baty  
Daniel Bauer  
Thomas Bayard  
Bruce Beighley  
Marcevir Bernardo  
Conrad Bernier  
Jonathan Berry  
Robert Binda  
Alan and Susan Blanchette  
W Bloxom  
Eldon Boes  
Donald Bost and Family  
Stephen Boughton  
Lizabeth Bourret  
James Breen  
Gary Briere  
Ben Brown  
Thomas Brown  
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Judi Burten  
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Alan Cole

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David Duncan  
Steven Durrant  
Kelly Dwyer  
Adela Eannarino  
Linda Eaton  
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Deborah Engelmeyer  
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Guthrie Farrar  
Warren Fellingham  
Mitch Ferro  
Peter Flucke  
Alan Folz  
Michael Freed  
Michael Freiburger  
William Frey  
Thomas Gall  
William Garrett  
Elliott Gartner  
Hugh Garton

Douglas Gary  
Edward Gent  
Steven Gilbert and Family  
Gaspar Giodano  
Mark Girvin  
Robert Glazer  
Adil Godrej  
Jim Godwin  
Thomas Gosnell  
Janet Goss and Family  
Myra Peabody Gossens  
Allen Gown and Family  
Jon Graff  
Glen Grant  
Thomas Granvold  
Joe Graviss  
Lawrence Gray  
Michael Gray  
Mike Greehan  
Michael Green  
Andrew Greenawalt  
H. Greenfield  
Lauren Greenfield  
Burton Griffith  
Tom Grooms  
Reid Gurnee  
Reed Hamilton  
Hamm and Boscarelli Family  
Mark Harder  
Winston Harr  
Arthur Harrison  
Don Harter  
Richard Hartger



## LCI CORNER

# Creating Watershed Moments for Bike Safety

*By George Wood, LCI #3128*



Philip Heinicke	Hal Mabray	Jerry Norquist	Mike Sapp	Norman Thompson
Chris Heisterkamp	Eduardo Manjarres	Iris Novick	Don Schatz	Tim Tovar
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Larry Hofstetter	Suzanne Massy and Family	Robert Oppliger	Charles Schwieters	James Tucker
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Eric Holtz	Chris Mathews	Stuart Pechter	Walt Seifert	Stephen Urban
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William Hough	Moir McCauley	Lynn Pickard	John Seyfarth	L. Steve Varnum
Joyce Hounsell	Robert McCleary	Diane Pittman	Sandra Shaner	Richard Vermeiren
Cynthia Hoyle	John McCloskey	Ann Pokora	Shea Bromley Family	John Vitanza
George and Laura Ivey	John McCoy	Donald Porada	Marty Shukert	Carl Voss
Don Jeske	Diana McFadden	James Potter Ross	John Siegert	Carol Waaser
Dale Johnson	Nancy McGuire	Joe Pow	John Siemiatkoski	David Wagoner
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James Kopsco	Doug Moore	Jennifer Risch	Keith Stobie	Penny Wolkow and Family
Steve Kozloff	Elizabeth Moorehead and Family	Philip Rizzi	Peter Stone	Bruce Wright
Kathryn L. Lane	Paul Moul	Carol Roberts	Porter Storey	Richard Wright
William Lehman	Robert Murray	Vonn Roberts	Kathryn Storm	Jiro Yamamoto
Jane Leiby	Thomas Murray	Starved Rockcycling	Michael Stucky	Jim Yglesias
Brian Lewis	Robert Neiuber	Ricky Rodriguez	Joseph Stusnick	Merris Young
Steven Loevner and Family	Don Nelson	Dan Rogalla	Suri Bjerga Family	Tim Young
Cheryl Lowe	Glenn Nemeck and Family	M. Kelly Rogers	Richard Swent	Barry Zajac
Derek Luney	Michael Neupauer	Gerard Rogers and Family	Jon Tattershall	Glenn Zaretska
Fred Lupton and Family	Edward Nicolson	Susan Rosenblatt	Nancy Taylor	Jay Zellmer
		Steve Ruder	F. Edward Tegler	Philip Zitello ■
		Robert Sabin	Geoffrey Thomas	

**NOW IN ITS FOURTH YEAR**, C.Y.C.L.E. (Camden Youth Cycling, Learning and Exercise) offers disadvantaged youngsters of Camden, N.J., the opportunity to learn to ride bicycles safely in an urban, suburban and trail environment. While we ride, we also learn about the regional watershed, proper nutrition, and stewardship of the parks and bike trails of Camden and the region.

C.Y.C.L.E. recently partnered with the local YMCA, which allowed the program to create fall and spring after-school cycling in two middle schools. In

January 2014, we initiated an indoor season at Hatch Family School by utilizing an empty classroom and mounting the bikes on trainers. We use a part of each class to discuss watershed topics – since Camden is at the intersection of the Delaware and Cooper rivers, it's easy to show the group what factors affect the watershed. When we get outdoors, we ride the bike path to the crest of the Ben Franklin Bridge (always a thrill of the class!) and show where all the water ends up. If they drop a gum wrapper in the street, for example, it may end up in the river that is 138 feet below them!

The fitness portion combines teaching cadence, pacing and gearing with “perceived effort” – preparing them for the rigors of a lap around Cooper River Park, or a trip to the USS New Jersey Battleship moored in the Delaware River. In all rides, we utilize the expanding network of bike lanes and dedicated trails in Camden and surrounding communities – while teaching urban youth lifelong skills and allowing them to experience the thrill of accomplishment and the joy of riding a bike. ■

# LEAGUE ANNOUNCES 2014 BOARD OF DIRECTORS

*The League is excited to announce the winners of our Board of Directors election, which ended December 2013. The League's Board of Directors serves a critical role in guiding the organization to a sustainable and vibrant future. The Board is made up of 15 members from both board-appointed (7) and member-elected (8) seats. There were five open member-elected seats and three open appointed seats in this election.*

## ELECTED BOARD MEMBERS INCLUDE:



**DIANE ALBERT:** Albert has served as a bicycling advocate for almost 15 years at the local, state and national level, including serving on the League board and as president of the Bicycle Coalition of New Mexico. She is an intellectual property lawyer.



**STEVE DURRANT:** First elected to the board of the League in 2010, Durrant is a bicycle commuter, and a principal and senior landscape architect at Alta Planning + Design. For more than 30 years he has planned, designed and built cycling, pedestrian and greenway facilities throughout the United States and Canada, and encouraged communities to include active transportation modes in the fabric of everyday life.



**KAREN JENKINS:** Jenkins has over three decades of executive non-profit management experience and academic leadership. Jenkins is a League Cycling Instructor and currently serves as the Chair of the Board of Directors of the New Jersey Bike & Walk Coalition, and is a member of the Major Taylor Cycling Club of New Jersey, the Princeton Free Wheelers, and the Central Jersey Bicycle Club.



**ALISON HILL GRAVES:** Graves is a non-profit professional with a Master's degree in Organization Development and more than 10 years experience applying it in nonprofit organizations that are dedicated to improving the health of their communities. Alison serves as board liaison to the Equity Advisory Committee and has helped explore and advance the topic of building a more inclusive bicycle movement at the League through this effort.



**ANN MACK:** Mack has spent 30 years in the non-profit world advocating for and leading successful systems-level changes, six of which serving as CEO of one of the largest bicycle/pedestrian organizations in the country. She is the CEO of St. Louis-based Trailnet.



*Jim Oberstar (second from left), former Minnesota lawmaker in the U.S. House of Representatives and long-time Congressional champion of bicycling. (Photo courtesy of Major Taylor Bicycling Club of Minnesota.)*

## APPOINTED MEMBERS INCLUDE:

**JIM OBERSTAR**, *former Minnesota lawmaker in the U.S. House of Representatives*: Oberstar served in Congress for 36 years. He was the chairman of the House Transportation and Infrastructure Committee from 2007 to 2011. Oberstar has been a long-time attendee of the National Bike Summit.

**ROB GUSKY**, *Engineering Technical Leader at Kimberly-Clark and K-C's Ambassador of Cycling*: Gusky is the creator of the idea that has become the National Bike Challenge. He is

a Kimberly-Clark engineer and the company's Bicycle Ambassador. He was a 2012 recipient of the League's Bicycle Friendly America Leadership award.

**ERIC SWANSON**, *Open Data Watch, Inc.*: Eric Swanson joined the Board as Treasurer in March 2008. He has previously served as vice-president of the Washington Area Bicyclists Association and is a member of the Arlington (Va.) Bicycle Advisory Committee. Swanson is the Director and Co-founder of Open Data Watch, Inc.

Thank you to all of our members who voted! ■

## IN MEMORIAM

## Robert Nordvall

1940-2014



Robert Nordvall died in his sleep on January 2 at his home in Pistoia, Italy. Bob was on the League board from 1989 to 1995 and served as the president/chair from 1992 to 1995.

According to The Florentine newspaper: "A native of Gettysburg, Pa., father of two sons, Harvard graduate and former lawyer, Bob was a 'networker' in the highest sense of the word, with a true talent for getting people together – for social activism or just plain fun. Bob was on a first-name basis with, it seemed, the whole of Tuscany, especially Pistoia, where he had made his home since 2000, and Florence, the city he loved but was never sorry to leave at the end of the evening."

"I remember Bob as a gracious and thoughtful board member during the first period we knew each other," recalls League President, Andy Clarke. "Since we reconnected a few years ago, Bob kept up a regular and quite delightful correspondence, often based on bike-related stories he would read in the New York Times online six hours before we were even awake in the United States. His love of cycling was obviously rekindled by the advent of more accessible e-bikes and he was a strong advocate for the League embracing this technology, especially as part of bike sharing programs." READ BOB'S STORY IN THE LEAGUE'S MAY/JUNE 2011 ISSUE OF AMERICAN BICYCLIST AT [BIKELEAGUE.ORG/AMERICANBICYCLIST](http://BIKELEAGUE.ORG/AMERICANBICYCLIST) ■



# BICYCLE FRIENDLY AMERICA: HOW WE DID IT

*Riders take a break in rural  
Simsbury, Connecticut.*



**W**hether you live in a small town, suburb or large city, bicycling makes life better. Whether you work at a multinational corporation or manage the corner coffee shop, bicycling boosts your bottom line. And whether you're getting a degree at a big state school or a liberal arts college, bicycling is the perfect fit for university life.

The beauty of the Bicycle Friendly America program is that it recognizes the differences among communities, businesses and universities, and helps to guide different types of participants toward their shared goal of creating better places to live, work and learn — through bicycling.

To showcase the power of the program, we went straight to the source, asking representatives from each area to share how they became bicycle friendly — and what key steps they would recommend to others.

## BICYCLE FRIENDLY COMMUNITIES >>

### SAN FRANCISCO, CALIF.

*How the City on the Bay has become a BFC leader*

BY EDWARD REISKIN

San Francisco is changing in ways that are requiring us to think more broadly about how we travel in our city. By following through on our city's vision of a people-centered place that prioritizes bicycling, walking, and transit, we can ensure that our residents, workers, and visitors continue to have their transportation needs met while simultaneously enhancing connections among neighborhoods, jobs, and social activities.



*Green bike lanes in San Francisco, California (Photo by Matt Roth)*

Making riding a bicycle safer, more comfortable, and convenient is a key priority as our city's transportation network evolves — and there are many factors that helped us to increase bicycle ridership and become a Gold-level Bicycle Friendly Community.

These 10 factors in particular stand out as notable dynamics that helped us reach Gold and will aid us in our work towards Platinum.

#### 1>> POLICYMAKERS ON BIKES

Political leadership and collaboration is crucial. We're especially grateful for our elected and appointed officials that make it a point to voice their support for bike-friendly projects and initiatives. Just as important, many of our public officials are part of the action, riding their bikes to work and around town, showing people that bicycling is something they can incorporate into their everyday lives as well.

#### 2>> COMMUNITY CHAMPIONS

Working closely with community stakeholders has been essential in not only

designing our projects, but securing the support needed to make them a reality. Knowing that residents and small businesses are supportive of a bike project in their area and vocal about their desire to get it implemented helps our projects, not only in that specific community, but across the city as well.

#### 3>> EFFECTIVE ADVOCACY GROUPS

San Francisco's transportation advocacy groups, like the San Francisco Bicycle Coalition, bring a wealth of knowledge, passion, and diversity to the discussion on how to improve bicycling in San Francisco. They also help hold the decision-makers on our projects accountable and follow our projects through to completion.

#### 4>> PASSIONATE STAFF

Having dedicated and passionate staff working to plan, design and implement our bike projects also makes a huge difference. Our staff make these projects possible in not only the technical sense, but also ensure work is being done in the realm of community, government, management and administration.



Simsbury, Connecticut.

## 5» CONTINUED INFRASTRUCTURE DEVELOPMENT

The next decade will look dramatically different from the previous ones in how we focus resources. We'll continue to look closely at, not just how we prioritize funds, but also how we prioritize space. This imperative means focusing on cost-effective projects, like bike facilities, with the potential for positive return to the economy, public health, and personal mobility. San Francisco has already begun to implement bikeway projects and effective strategies to improve the comfort of riding. All current and future bicyclists can point to the need to provide more bike facilities to better connect the city and improve the level of comfort.

## 6» PRIORITIZING INNOVATION

Using innovative bike design has become an essential component as we work to build a modern urban transportation sys-

tem with bicycle amenities. Whether it's for utility or recreational purposes, innovative facilities, such as increased separation from traffic, dedicated bike signals, and even bike parking facilities, enable people to see bicycling as something that's not only safe, but convenient and comfortable as well. Plus, prioritizing innovation helps attract talented staff from around the nation who want to be on the cutting edge.

## 7» SETTING AMBITIOUS GOALS

We are fortunate to have a long-standing city Transit-First policy that prioritizes improving bicycling environments, along with other modes of non-private automobile travel. Having an agency goal of increasing bicycling from 3.5 percent of all trips to 8 to 10 percent of all trips by 2018 helps us to work toward a shared vision of our future.

## 8» BEING A PART OF NATIONAL BICYCLE INITIATIVES

Cities across the nation are improving their streets to help people move more efficiently, safely and with less energy use, all while improving the overall quality of life. One key strategy that San Francisco has been executing is making more room for bicycles as usage grows rapidly in our city. Being a part of NACTO and the Green Lane Project has helped better connect us to peers and best practices that have helped guide our agency's work as we continue to combine innovative, new designs and traditional approaches to transform the streets of San Francisco.

## 9» STRONG BIKE CULTURE

Over the years, the image of San Francisco's bike culture has continued to evolve and it's now more inclusive and mainstream than ever before. The bicycle is now a symbol of modern life in a dense and diverse urban environment, and it's increasingly appealing to San Franciscans from different walks of life.

## 10» INCREASED PUBLIC AWARENESS

No matter how many bikeways are built, bike share stations deployed, or bike parking racks installed, people need to know that these facilities are there for them. By working with the media to publicize our work, celebrating bicycling through community events and encouraging our stakeholders to spread the word, we've seen an amplified awareness about how riding a bicycle in San Francisco is becoming more safe, comfortable, convenient and fun.

EDWARD D. REISKIN IS THE DIRECTOR OF TRANSPORTATION OF THE SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY (SFMTA) AND IS ALSO THE PRESIDENT OF THE NATIONAL ASSOCIATION OF CITY TRANSPORTATION OFFICIALS (NACTO).

# BFA BY THE NUMBERS

*The BFA program reached record numbers in 2013.*

## COMMUNITIES

# 291

## BUSINESSES

# 631



## SIMSBURY, CONN.

*How a small town has made big strides toward bicycle friendly status*

BY PATTIE SMITH JACOBUS

When the Town of Simsbury, Conn., built the first one-mile segment of trail 20 years ago in the center of town, local leaders never imagined that Simsbury would be designated in 2010 as a Bicycle Friendly Community at the Bronze level — and become the first municipality in Connecticut to receive that designation because of its commitment to cycling.

“The designation is so important, not only because of the honor but because it also signals the Town’s commitment to a healthy and active lifestyle,” said First Selectman Mary Glassman, the chief elected official of the 24,000 population town nestled in the Farmington Valley. Glassman credited the public-private partnership working together to leverage town resources and mobilize volunteers.

Here’s how we did it:

### 1>>THE POWER OF ONE

One person, the owner of an auto dealership of all things, set active transportation initiatives in motion in Simsbury. Steve Mitchell, a Board Member of the East Coast Greenway, approached Glassman with the League’s Bicycle Friendly Community Blueprint in hand and said: “The Town of Simsbury needs to earn this designation! Advocates can get the wheels turning!”

### 2>> PLUCKING THE LOW HANGING FRUIT

With little more than the League’s Blueprint in hand, a small group of Simsbury bike advocates set out to identify bike-

friendly initiatives that could be accomplished with little to no funding. We launched a social media page (Simsbury Free Bike), sharrowed a 16.2-mile bike route through town, created a bike share program and began a communications campaign on local public access TV.

### 3>> SIMSBURY FREE BIKE

Simsbury’s Public Works Director casually suggested we start a community bike share. The Simsbury Police Department offered a stash of bicycles collected over the years that were headed to the town dump. Volunteers went to work. They secured a donated space for a bike shop, and with a few cans of blue paint, a fleet of six bikes was created that served 150 riders in its first season. Since its humble start in 2011, the fleet has grown to more than 50 bikes, available in 10 locations in five communities.

### 4>> IDENTIFYING FORWARD THINKING BUSINESSES AS MODELS

Not everyone saw the value of attracting bicyclists and reengineering our network of roads and trails. The local bike shop, the Simsbury Inn, and one of the largest town employers were early sponsors. The Simsbury Inn became a sponsor for the bike share program, which was a big hit with their guests, allowing them to get out and see the town and the bike trail.

### 5>> EDUCATION, EDUCATION, EDUCATION

Our first priority was to educate ourselves. Then, we worked to demonstrate to our school system the value of teaching independent cycling, bike safety and trail etiquette to our children, including value to families and improving health and fitness. Our Physical Education Department launched a pilot bike safety program for 3rd and 4th graders in 2013, which went town-wide in 2014.

### 6>> VISIONARY LEADERSHIP

Simsbury has a rich history of visionary leaders and pioneers in the area of conservation. The result is a town with more

than 7,300 (32%) acres of protected open space. This includes 2,900 acres (40 trails/30 miles) suited to single track mountain biking.

### 7>> VOLUNTEERS

Volunteers are the voice of Simsbury’s cycling and walking community and the eyes and ears on our trails and roadways. Volunteers reach out to other Connecticut communities and advocacy groups and provide perspective to town officials and legislators during the legislative/budgeting process on safety and transportation infrastructure priorities.

### 8>> NETWORKING WITH LIKE-MINDED ORGANIZATIONS

Networking with and being mentored by like-minded groups have helped Simsbury to build its Bike Friendly program. We have one of the premier trails organizations, The Farmington Valley Trails Council in our area, and have worked closely with that group on projects such as trail maintenance, signage, and closing the gaps in our 80 miles of trail through Connecticut.

### 9>> CONNECTICUT ADAPTIVE CYCLING

Simsbury bike advocates encourage everyone to ride and make every effort to ensure that anyone who wants to ride has that opportunity. A fleet of hand cycles and power-assisted trikes are housed at the Simsbury Free Bike shop and available to riders needing assistive cycles.

### 10>> IT TAKES A VALLEY

Simsbury is not an urban cycling center. Simsbury is a small town of 25,000 people and lacks safe routes to Hartford, Farmington and West Hartford — primary commuter routes. The entire Farmington Valley benefits when individual towns adopt bike-friendly infrastructure that create the needed safe transportation network and bike friendly culture that appeals to bike commuters.

PATTIE SMITH JACOBUS IS CO-CHAIR OF THE SIMSBURY BICYCLE PEDESTRIAN ADVISORY COMMITTEE

## UNIVERSITIES

# 75

## NORTH LITTLE ROCK, ARK.

*By playing to its strengths, an inner-ring suburb attains Bronze*

BY WILLA WILLIAMS

The City of North Little Rock has capitalized on its local connections and resources to achieve Bicycle Friendly Community status.

In becoming a Bicycle Friendly Community, North Little Rock (NLR) was fortunate to have a bicycle-friendly mayor, Patrick Henry Hays, who served six consecutive terms before retiring in 2013. In addition, many of our city planners have lived and worked in NLR for many years and have an attachment to the trails, parks and bridges that have been built for cyclists and pedestrians. So we strive to ensure that everyone has a voice in the planning and development of bicycle facilities in order to benefit from staff and residents' vast knowledge of the area.

While not every smaller city may benefit from a large capital city just across the river, NLR has used this proximity to its benefit. We've established partnerships with the city of Little Rock and Pulaski County to build pedestrian bridges and a trail system that attracts a large number of cyclists to our parks and businesses — folks who may not have ventured there otherwise. Connecting our trails across the city and to neighboring cities is important for both commuters and recreational cyclists.

Those trails are often the destination for our Bicycle Friendly Community Committee, which not only meets every month, but also takes regular bike rides to experience different areas of the city first-hand. The rides address topics from mapping a new bike route to suggesting changes in signage and are the most well attended of the committee meetings, with resulting recommendations turned in to city planners.

But it's not just about engineering; we've become a leader in education, as well. North Little Rock secured two consecutive Safe Routes to School grants, that allowed the city to hire a SRTS co-



North Little Rock, Arkansas

ordinator to incorporate walking and wheeling education into many different types of youth education, from schools to after-school and city programs.

And once bicyclists are out on the streets, we're committed to keeping them safe. By implementing the state's first educational campaign on Arkansas' three feet bicycle passing law, NLR was able to raise awareness about the legislation, but more importantly, start a conversation about the law's enforcement and appropriate bicycle facilities for diverse cyclists with varying levels of traffic cycling confidence.

Like the different types and levels of cycling, North Little Rock works with its strengths, which include Burns Park, one of the largest municipal parks in the country, and a system of bicycle and pedestrian bridges, including the Big Dam Bridge, connecting North Little Rock to Little Rock across the Arkansas River. Burns Park hosts a large section of the paved Arkansas River Trail and offers many mountain

bike trails. Even more mountain bike trails have been built and maintained through a partnership with the Arkansas National Guard at Camp Robinson. Utilizing this land has helped expand NLR's trail system greatly and the city is always seeking more ways to maximize its resources.

For bicyclists running errands around town, NLR provides free bicycle racks and installation to local businesses and organizations. This program has helped city planners become more knowledgeable about placement issues and bicycle rack selection, and has also served as a significant outreach tool to local businesses. City staff was surprised to learn that not only bike and coffee shops wish to accommodate bicyclists, but also hair salons, comic books stores, business offices, and churches.

Beyond businesses, NLR strives to

The city of North Little Rock has capitalized on its local connections to achieve Bicycle Friendly Community status.



Microsoft

keep everyone informed of city updates and have a clear line of information when trail and street repairs are identified. Part of this process happens through attendance at bike organization meetings, rides, and shop visits. When new trail maps are printed, staff distributes them to the local bike shops and at club meetings. A couple of clubs have even donated bike repair stations for NLR's bike trails and many club and local advocacy group members assist with in educational programs.

We know our efforts pay off. By supporting large bike events like Tour de Rock or the Big Dam Bridge 100, the city has benefited from increased local revenue, but also from increased media coverage of bicycle safety and education. So it's no surprise that NLR is home to a diverse group of cyclists who, not only want to ride their bikes, but also assist the city in creating new bike facilities to encourage more people to start cycling.

WILLA WILLIAMS IS THE COMPLETE COMMUNITIES COORDINATOR FOR THE CITY OF NORTH LITTLE ROCK

## BICYCLE FRIENDLY BUSINESSES >>

### MICROSOFT

*Encouraging thousands to commute by bike every single day*

BY JEFF AUMELL

On any given day, more than 40,000 people commute to our Redmond, Wash., campus, which encompasses 10 million square feet of office space in 79 buildings across 468 acres. Reducing drive-alone commuting is important both to Microsoft's efforts to reduce its carbon footprint and to promote healthy lifestyles.

That's why Microsoft supports bicycle commuting — and has risen to the ranks of a Silver Bicycle Friendly Business.

Our goal is for at least 40 percent of employees to use a smart commute each workday. As such, the company offers a robust bicycle program, along with free transit passes, carpool parking, vanpool subsidies, a free employee bus service

## NUMBER OF BFBs BY RANK

### PLATINUM



>>> 9

### GOLD



>>> 54

### SILVER



>>> 196

### BRONZE



>>> 372

(The Connector), an intra-campus shuttle system and educational programs.

On a typical day, more than 1,500 Microsoft employees bicycle to work.

How do we make that happen? Several initiatives stand out.

#### 1>> WE MAKE BICYCLING CONVENIENT AND COMFORTABLE.

» Microsoft converted 115 single occupant vehicle stalls to 27 covered and se-



cure bicycle parking cages. Each cage features restricted access, security cameras, bicycle racks, equipment lockers, and repair tools. Microsoft has covered parking for 3,443 bicycles.

- » Microsoft has 72 locker rooms with showers and daily towel service. Locker rooms are in close proximity to bicycle parking.
- » Microsoft hosts two on-site bicycle shops that provide employees with convenient bicycle tune-ups, tools, and gear. Employees are eligible for two subsidized tune-ups per year.

## 2» WE WORK TO REMOVE BARRIERS TO BICYCLING.

- » Microsoft created the SR-520 Bicycle Shuttle to accommodate bicycle commuters across the SR-520 Bridge, which lacks bicycle/pedestrian access. The SR-520 Bicycle Shuttle has a custom 12-bike rack trailer and makes seven round trips per day.
- » Microsoft has bicycle racks on our Connector buses and provides a free transit pass to all commuters, enabling cyclists to ride the bus part-way or one-way.
- » Microsoft provides up to six free Guaranteed Ride Home taxi trips per year, so cyclists can get home in the case of illness, bicycle breakdown, or other emergencies.

## 3» WE MAKE BICYCLING EASY AND SAFE AROUND OUR CAMPUS.

- » Microsoft is building a network of bicycling and walking paths to knit together the campus and improve access to regional trails and bike routes.
- » Microsoft hosts on-site bicycle commuter courses, taught by League-certified instructors from the Cascade Bicycle Club. Topics range from basic safety skills to advanced urban cycling techniques and winter riding tips.
- » Microsoft offers personalized commute assistance to help commuters choose a bike route.
- » Microsoft encourages cyclists to share information with each other through email groups.

## 4» WE MAKE BICYCLING REWARDING.

- » Microsoft partners with local governments to offer monthly incentives, raffles, and rewards for smart commuting.
- » Microsoft offers an employee health and wellness program, which includes reimbursement for up to \$800 for purchases related to physical activity, including bicycling. Bicycle commuters can receive reimbursement up to \$240 per year for bicycle purchases and improvements.
- » Employees receive discounts at local bicycle shops.

## 5» WE MAKE BIKE COMMUTING FUN.

- » Microsoft hosts an annual Bike to Work Day Breakfast where we provides hot food and drinks, free bike checkups, commute information and giveaways, and prize drawings.
- » Microsoft helps sponsor several local and regional bicycle commute promotions.

JEFF AUMELL IS THE MICROSOFT TRANSPORTATION MANAGER

## RDG PLANNING & DESIGN

*A company that rides together, thrives together*

BY CORY SCOTT AND BRIAN SPENCER

A growing architecture and design firm with more than 140 employees in Iowa and Nebraska, RDG is just one of a handful of small companies that have attained Gold Bicycle Friendly Business status. For a small business like our's, here are some tips to climbing the BFB ladder.

### 1» BUILDING A SHARED CULTURE

Our company believes in building a culture for bicycling within our firm. We enjoy riding for recreation, training, socializing, and transportation. To that end, leadership supported a small core group of staff who were advocates for cycling, health, and sustainability. The process for changing the workplace was a grassroots initiative that was quickly supported — and shared — by leadership.

### 2» CREATING A SENSE OF CIVIC RESPONSIBILITY

RDG's offices in Des Moines and Omaha are committed to their local bike groups, from volunteering time, participating on boards, and contributing funds to advance the cause. Involvement began with a few people, but has grown to a group of people advocating at the local, state, and national levels.

### 3» ATTRACTING AND RECRUITING TALENT

RDG is a diverse group of individuals united by a commitment to healthy living, continuous learning and responsible design. We love what we do and it shows in our work every day. We are planners, land-



Microsoft



*RDG Planning & Design*

scape architects, architects, interior designers and graphic designers. As such, we care deeply about the built environment and how our employees interact with it. Recognition from the League is an honor and used as a tool for recruiting talent.

#### 4» SEEKING FEEDBACK

Recognition from the League generates awareness within RDG and our community that we're committed to creating a better workplace. More importantly, it established a roadmap for upgrading our facility and programs that improve safety and convenience for people traveling by bicycle. Plus, the feedback is free! The level system stimulated interest, support, and funding for much of the improvements that we enjoy today.

#### 5» LEARNING TIPS

A small group of employees initiated and designed bike training classes. We moved from safety to maintenance classes and connected seasoned cyclists with newer riders to provide a support network,

helping employees understand routes to work, how to get ready, and fit the bike into their daily lives.

#### 6» INVESTING IN THE WORKPLACE

Bikes on racks, pulleys, and in workspaces can be seen throughout the office. We installed lockers, and worked with the city to install bike racks at our entrance. Albeit small items, these improvements took persistence by staff to achieve results. The League is a coach to identifying priorities and needs for the office.

#### 7» HOSTING BIKE TO WORK RIDES

RDG has hosted an annual bike ride to the office. Riders rendezvous at different locations then arrive to downtown as a large group. Keeping it fun, convenient, and offering breakfast increases ridership.

#### 8» ORGANIZING RIDES

Small groups regularly meet up in evenings or weekends to ride trails, such as the Great Western Trail or Wabash Trace Trail. Ultimately, this increases enthusi-

asm and builds relationships in the workplace as people understand the amazing freedom and pleasure that the bicycle can add to their lives.

#### 9» INFLUENCING THE COMMUNITY

We are very excited about the growing culture and improvements in the workplace. We continue to talk to other businesses about the BFB program, in hopes of creating a network of businesses that can learn from each other. Ultimately, the more businesses that become BFBs, a growing constituency will emerge to advocate for a more bikeable community.

#### 10» BUILDING A BETTER PRACTICE

RDG's studio for Community and Regional Planning continues to work with cities throughout the Midwest for improving transportation and recreation options. Our practice allows us to share the League's initiatives, programs, and support that are available to the community. CORY SCOTT AND BRIAN SPENCER ARE PARTNERS AT RDG PLANNING & DESIGN



## BICYCLE FRIENDLY UNIVERSITIES >>

### UNIVERSITY OF MARYLAND, COLLEGE PARK

*Building a brand for bicycling in the university setting*

BY VALERIE GOUBEAU

Making the University of Maryland, College Park, a Bicycle Friendly University is not just a program, but a brand: bikeUMD.

For many, the university's Department of Transportation Services was known as the evil entity that doled out parking tickets, but, by incorporating cycling into our agenda, we also became the fun bike people. By developing a recognizable brand that students could love, guilt free, we made the campus community, and students in particular, more receptive

to our messaging.

They say that the whole is greater than the sum of its parts and, under the bikeUMD brand, a variety of important stakeholders collaborated to tackle the 5 Es, from the Campus Bike Shop to Facilities Management. Under the auspices of bikeUMD, campus departments have leveraged funding, human capital, and campus resources — and such collaborations have facilitated easier communication between departments that are otherwise unconnected, often leading to innovative programs and creative problem solving.

Dedicated staff — assistant director-level staff in two campus departments — ensure that bikeUMD doesn't end up as an after-thought. In addition to having final say on most projects, these positions manage budgets that fund bikeUMD

Developing a recognizable brand that students could love, guilt free, made the campus community, and students in particular, more receptive to our messaging.

projects, and the assistant directors are joined by a Bike Coordinator (an LCI), Project Coordinator, four interns, and a marketing team. And the commitment to bicycling goes all the way to the top: Plans generated by bikeUMD often make it to vice president-level meetings. In fact, our administration recently put their money where their mouth is, so to speak, and added "Become a Gold BFU" to UMD President Loh's performance review requirements.

Of course, to make sure we were on the right course, we brought in the experts. Toole Design Group de-



University of Maryland, College Park



veloped a Campus Facilities Master Plan that outlines “the transportation elements to bind the large, sprawling campus into a cohesive whole.” Working in conjunction, the campus Bike Study presented strategies for physical and programmatic changes that foster a complete transportation system that supports biking. This plan provides an expertly developed framework of specific guidelines that we can point to as we initiate projects.

We’re already making strides out on the streets. Our campus proudly displays “Bikes May Use Full Lane” signs throughout and recently installed more than 60 shared lane markings. These signs draw attention to cycling as an accepted mode of transportation while also commanding cyclists to be accountable for their behavior. We also offer bi-annual gear giveaways with new bike registration. These events are win-win: Students get free safety gear and we get to interface with them while tracking the ever-growing bicyclist population.

On a campus as large as UMD, convenient bike parking is a major selling point — until the parking runs out. Luckily, anyone may submit a bike rack or repair request through our website, providing an easy and invaluable way to engage cyclists, as well as collaborate with building managers and Facilities Management. Not to mention, it saves us the trouble of trekking around campus to collect this data ourselves.

Speaking of data: Universities benefit from student groups in need of class projects (\$0 labor) and grant opportunities (cha-ching!). Student projects are especially valuable because these students are invested in earning a good grade for their work. That means with a little guidance, bikeUMD ends up with useful data without much effort. Grant opportunities abound in the sustainability field and, though they require a certain time investment from bikeUMD staff, they can pay off thousands of times over if a grant is awarded.

VALERIE GOUBEAU IS THE COMMUNICATION AND SPECIAL PROJECTS MANAGER FOR THE DEPARTMENT OF TRANSPORTATION SERVICES.

## HOW WE DID IT: BOWDOIN COLLEGE

*Easy access to bikes makes campus a Silver Bicycle Friendly University*

BY KEISHA PAYSON

Bowdoin College, a small liberal arts school in Brunswick, Maine, was proud to become a Bicycle Friendly University in 2013. With a flat, compact campus and just 1,775 students, we’ve got a lot going in our favor. Here are the six steps we’ve taken to encourage students to embrace bicycling as a main means of transportation.

### 1» YELLOW BIKE PROGRAM

Bowdoin students’ Yellow Bike Club has a simple mission of providing a healthy, affordable and environmentally friendly means of transportation for the Bowdoin Community — and in the process, help alleviate parking and traffic issues on campus and in Brunswick itself. The program has doubled in size in recent years, serving 75 students — each signing out their own bicycle for the year for a mere \$30 fee

### 2» NO CARS THE FIRST YEAR

First-year students are not permitted to have their own car on campus. Instead of individual-use automobiles, Bowdoin students have access to the Yellow Bike Club and Zipcar.

### 3» BIKE RACKS

Bowdoin has placed bike racks at the entrance of every academic building, athletic facility and residence hall on campus. With roughly 1,000 bike parking spaces on campus — nearly double the amount of registered bikes on campus — there is ample parking at most buildings.

### 4» FREE BIKE MAINTENANCE

Free, weekly bike maintenance hours are available to the entire campus through the Yellow Bike Club’s maintenance facil-



Bowdoin College

ity. The Club’s mechanics offer basic repairs for free, charging only if major parts are involved in the fix. And each year the Bowdoin Outing Club offers a weekend-long bike mechanics course, resulting in more students on campus who really know how to fix bikes.

### 5» KEEPING BIKES SAFE

Bowdoin’s Security Office offers bike registration, information on how to reduce bike theft and demonstrations on proper locking technique. Security also maintains a recovery system for stolen or impounded bikes. Each year, Bowdoin’s Director of Safety and Security gives talks to all first-year students, emphasizing bicycle and pedestrian safety in and around campus. Security also sponsors giveaways of reflective bicycle gear.

### 6» BICYCLE ADVISORY COMMITTEE

Bowdoin has a newly formed Bicycle Advisory Committee that includes students, faculty, and leaders of the Yellow Bike Club, staff members of the Facilities Management and Security Offices, as well as campus Office Eco-Reps. ■■■

KEISHA PAYSON IS THE SUSTAINABILITY COORDINATOR FOR BOWDOIN COLLEGE. TO LEARN MORE ABOUT THE BICYCLE FRIENDLY AMERICA PROGRAM, PLEASE GO TO [BIKELEAGUE.ORG/BFA](http://BIKELEAGUE.ORG/BFA)

# 'BICYCLE FRIENDLY STEVE' HITS THE ROAD

## Pedaling around the country to make bicycling better

BY STEVE CLARK

If you're as passionate about bicycling as I am, my gig will sound like a dream: I get to travel the country, visiting cities to help them become more bike-friendly.

Over the past decade, the League's Bicycle Friendly Community program has succeeded in getting more people on bikes in hundreds of communities nationwide. Thanks to increased support from Trek, I'm bringing this innovative, effective, hands-on initiative to 100 communities, in person, each year.

Yes, I do get to ride a bike with city officials, advocates and engineers and discuss what's working and what needs to be improved. And yes, I get to share the

best ideas from one place to the next and, because communities want recognition for being bicycle friendly, they take what I say seriously (and even take notes when I talk!). So, for a guy like me, there really isn't a better job to be had.

But that doesn't mean it's easy. I was a City Bicycle Coordinator in Boulder, Colo., back in the early 1980s, where I had all the responsibility but no real control. More recently, I was the program manager for the Non-motorized Transportation Pilot Program in Minneapolis, where I had to struggle to figure out the best ways to invest \$28 million to improve conditions for bicyclists and pedestrians.

Still, this may be my most difficult job. Here's why.

Every community on our priority list wants to be recognized as bicycle-friendly. If a city has achieved a Bronze, they want a Silver or even a Gold. I'm out there ground-truthing the applications that many others review. And here's the deal that makes my job especially tough: I ride everywhere. I don't just rely on the tours that the city staff sets up for me. I



### FOLLOW STEVE

GET A DAILY DOSE OF STEVE  
ON TWITTER @BFC\_STEVE.

#### JANUARY 1

New Year, new twitter account! If you tweet and no one receives it, is it still a tweet?

#### JANUARY 20

Nice thing about biking over 15 miles to Indian buffet is you get your money's worth. Not so nice is trip back.

#### JANUARY 21

Isn't it great the League trusts me with my own twitter account? The opinions expressed are my own & will only be partially self-censored.

#### JANUARY 22

Sure is easier to Tweet on a train than upon a bike. But brain more alive and more to see on a bike!

#### JANUARY 22

Super visit @SanDiego. Plenty of pavement, passion, and perhaps new priorities = huge potential! SD could easily jump ahead of many!

#### JANUARY 24

Please vote: Bike lane meets standards. But is this bike friendly?



don't believe in renting a car, so I ride to my hotel from the airport (when that's legally possible) and ride to the City Hall from my hotel. And since I'm often running five minutes late, I want to get to that location as quickly as possible. That means not always using the bike route that the map shows or Google suggests, but the most direct legal route available to me. And all too often (regardless if a city is a Bronze or a Platinum) that direct route is less than friendly.

With few exceptions, cities in the United States (and remember I cut my teeth in Platinum Boulder) tend to be far more car-friendly than bike-friendly. In most cities, for most of the day, it's still faster

and more convenient to use a car than to use something that does not pollute, conserves energy, promotes health and is low on the violence scale.

Luckily, the people I'm meeting — the elected leaders who care, the tireless advocates who keep pushing and pushing, and the city/county staff who are given the task of trying to improve things for cyclists (even if not given the actual control or funding to make it happen) are all incredible people who are doing incredible things despite incredible barriers! So my job is difficult because I'm not the guy that is going to simply congratulate everyone for doing such a great job, or hint that a higher ranking is a sure thing,

because the reality is we have — everywhere — a long ways to go.

Still, I truly believe that today, more than ever before, the momentum is in our direction. People want choices. People want to live in bicycle friendly communities. They want to be able to safely ride bicycles to work, for recreation and for social outings. And community leaders, policy makers and staff understand this. It's a great time to be doing this work!

Learn about this great work through my updates on the League blog — [bikeleague.org/blog](http://bikeleague.org/blog) — and, if you want to get a daily dose of what I'm up to, follow me on twitter [@bfc\\_steve](https://twitter.com/bfc_steve). STEVE CLARK IS THE LEAGUE'S BICYCLE FRIENDLY COMMUNITY PROGRAM SPECIALIST. ■■■

## JANUARY 25

Stayed in Yuma last nite and raced half marathon. So running is now my play since cycling is my work. Totally backwards – I know, right?

## JANUARY 25

With @Mayor\_Bailey leading the ride @riversidecagov. Some good things happening there!



## JANUARY 26

Here's proof that utilitarian cycling can keep an old guy in sufficient shape to run a half marathon PR 1:32 @ Yuma, AZ!



## JANUARY 26

Delightful 22-mile bike ride this morning with Matt, Kylie, & Ian in Tucson.



## FEBRUARY 4

What a different world it is here in Minnesota! New thoughts on future of transportation. Salt-free roads!





# JOB HEALTH & HAPPINESS

Employees and employers benefit when their place of work is a Bicycle Friendly Business. Equal opportunity for active commuting and healthy living will enhance your workplace conditions – and, upon review, could earn your company a designation from the League of American Bicyclists.

## QUICK REFERENCE

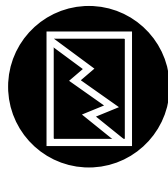
### WHY BECOME BICYCLE FRIENDLY?



**Save on  
healthcare  
costs**



**Decrease  
absenteeism  
and turnover**



**Increase  
productivity**



**Reduce  
parking  
costs**

## PROVISION OF AMENITIES

Furnishing secure and convenient bike parking keeps commuters' bicycles safe from theft and free from weather hazards. Consult the APBP Bicycle Parking Guidelines to make sure your bike parking complies with best practices: [HTTP://BIT.LY/1EGJUN](http://bit.ly/1EGJUN)



All employees must wash their hands, but many bicyclists need to shower after their commute. Workplaces with 50-100 employees should provide one shower; 100-250 employees two showers; and 250+ employees at least four showers. Too small to provide a shower? At least provide a space where employees can store a change of clothes throughout the day.



## NOTICE OF BICYCLE BENEFITS

Federal law allows employers to provide incentives for employees to commute to work by bike. Through the Bicycle Commuter Benefit, employers may provide a reimbursement of up to \$20 per month, tax-free, to employees who regularly commute by bicycle. [HTTP://BIT.LY/1FGSFY0](http://bit.ly/1FGSFY0)

Notify your employees and participate in National Bike Month. Host a Bike to Work Day event at your workplace, like a free breakfast for bicycle commuters or group ride from the office. Launch a company-wide Bike Month challenge and encourage your employees to participate in the National Bike Challenge. [HTTP://BIT.LY/1MFHYF4](http://bit.ly/1MFHYF4) AND [NATIONALBIKECHALLENGE.ORG](http://NATIONALBIKECHALLENGE.ORG)

## WHAT YOU NEED TO KNOW ABOUT BICYCLING

**FOLLOW THE LAW:** You have the same rights and duties as drivers. Obey traffic signals and stop signs. Ride with traffic; use the rightmost lane headed in the direction you are going.

**BE PREDICTABLE:** Make your intentions clear to everyone on the road. Ride in a straight line and don't swerve between parked cars. Signal turns, and check behind you well before turning or changing lanes.

**BE CONSPICUOUS:** Ride where people can see you and wear bright clothing. Use a front white light, red rear light and reflectors. Make eye contact with others and don't ride on sidewalks.

**THINK AHEAD:** Anticipate what drivers, pedestrians, and other bicyclists will do next. Watch for turning vehicles and ride outside the door zone of parked cars. Watch for debris, potholes, and road hazards.

**RIDE READY:** Check that your tires have sufficient air, brakes are working, chain runs smoothly, and quick release levers are closed. Carry tools and supplies that are appropriate for your ride. Wear a helmet.



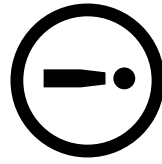
## SAFETY AWARENESS TRAINING

Ensure your employees comply with the rules of the road and feel comfortable riding by offering bicycle education classes. Work with a local League Cycling Instructor or certify a staff member as an LCI to offer bicycle education classes for employees. [BIKELEAGUE.ORG/RIDESMART](http://BIKELEAGUE.ORG/RIDESMART)

Issue bicycling education materials to employees on a regular basis. Offer bike maps, rules of the road, and bicycle safety tips in your workplace common area and new employee packets. Share the League's educational videos and other online resources with employees through email or on your company's intranet. [BIKELEAGUE.ORG/RIDESMART](http://BIKELEAGUE.ORG/RIDESMART)



## WORKPLACE STANDARDS



**DESIGNATE A BIKE COORDINATOR** — full-time, part-time or volunteer — to help promote bicycling. Identify an individual who is responsible for coordinating bike events, programs, and facilities to keep bicycles as a viable transportation option at your workplace.

**SET AND EVALUATE ANNUAL GOALS** to help increase ridership. Set an ambitious, attainable target to increase the percentage of trips made by bike in the workplace. Regular bike counts and staff surveys can help you determine the success of your efforts.

## WORKPLACE RECOGNITION



**APPLY FOR BICYCLE FRIENDLY BUSINESS DESIGNATION.** The League of American Bicyclists' Bicycle Friendly Business (BFB) program provides standards to guide your progress and recognize workplace achievement. Your BFB application is free, confidential and entitles you to detailed feedback on how to improve. [BIKELEAGUE.ORG/BUSINESSES](http://BIKELEAGUE.ORG/BUSINESSES)

**THE LEAGUE**  
**OF AMERICAN BICYCLISTS**

*since 1880*

*learn more at* **[WWW.BIKELEAGUE.ORG](http://WWW.BIKELEAGUE.ORG)**

# BFA AS AN ADVOCACY TOOL

## How advocacy organizations are using the program to boost their efforts

**T**he Bicycle Friendly America program isn't just a guide for communities, businesses and universities — it's also a helpful, ready-made tool that can be used by advocacy organizations to grow their capacity and enhance their leadership among diverse stakeholders. Here are how two very different organizations are using the BFA program to make Mississippi and Minnesota more bike-friendly.

### BIKE WALK MISSISSIPPI

*A Statewide Campaign with Local Impact*

BY MELODY MOODY, EXECUTIVE DIRECTOR

As a way to expand its reach and to improve its overall bicycle friendliness, Bike Walk Mississippi, the statewide advocacy organization, started to strategize how to use the Bicycle Friendly Community program as a model to motivate more local communities to apply. With only two Bronze-level Bicycle Friendly Communities in Mississippi, we investigated and soon found that there were several issues hindering the program.

We quickly found that there was plenty of interest, but some communities didn't know how to effectively take the next steps. Some had already applied, not received a designation and moved on to other things. Others were interested in becoming more bike-friendly, but simply didn't know the program existed.

Meanwhile, at the statewide level, Bike Walk Mississippi was working on a strategy to increase Mississippi's overall Bi-



*Bike Walk Mississippi advocates.*

cycle Friendly State ranking. As an effort to kill two birds with one stone, in July 2012, Bike Walk Mississippi created the "Bicycle Friendly Mississippi" campaign. The effort worked from both ends of the spectrum. It served as a "bottom-up" grassroots effort to help build local demand, power and ownership. But it also incorporated a "top-down" approach by using this overwhelming community demand to influence policy change with state agencies, the state Legislature and members of Congress.

By creating advisory coalitions throughout the state, Bike Walk Mississippi is hoping to put the power back into the hands of local advocates by using the BFC application as a way to connect with their local officials by providing a roadmap, helping to brainstorm grassroots projects and educating them on how to transform their communities. In order to create a replicable model for communities statewide, Bike Walk Mississippi has been collecting local examples, success stories and best practices and distributing them through its community resource

tool-kit and a "how-to" guide.

This two-tiered approach has allowed Bike Walk Mississippi to increase its local community partnerships, political support and civic engagement in each congressional district and has provided opportunities for increased reach, awareness & funding opportunities for Bike Walk Mississippi to grow and sustain the campaign efforts.

Shortly after the launch of the campaign, Bike Walk Mississippi received a capacity building grant through Advocacy Advance and hired a part-time Advocacy Campaign Manager to lead the effort by working with four pilot projects to facilitate and guide the process on the local level. The program works by using the BFC application as a first step toward self-assessment and gathering together stakeholders to fill out the application together. Through this process, communities are able to strategically assess their strengths, their barriers and get a more comprehensive picture of what it means to be bicycle friendly. After the self-assessment process is finished, the application is sent to the League and begins to hold open public meetings to give input on establishing action plans under each of the 5 E's. All of the other goals established by the public meetings and action teams are then made part of the long-term action plan.

Since launching the campaign, three of the four pilot communities were honored to receive an "Honorable Mention" as BFC, and each have plans to continue working on increased bicycle friendliness.

Each community has adopted differ-



ent initiatives, like the City of Jackson's first ciclovia — "Jackson Streets Alive" — and a campaign to reach out to low-income communities by offering free bicycle safety classes and opening Mississippi's first community bike shop in the capital city. The City of Pascagoula has focused on cultivating a diverse advisory committee that is working on increased encouragement and educational programs for both the general public and its law enforcement officers — and plans to launch a new program that encourages biking for senior citizens. These efforts have led the city of Pascagoula to release bicycle information through welcome packets, in utility bills and has dedicated an entire page on the city's website to local bicycle programs and activities. The city recently applied for TAP funding for sharrows, the extension of its multi-use trail and increased sidewalks. The cities of Starkville and Greenwood who also received Honorable Mention in 2013 have similar plans in the works.

These efforts have led to even more communities in Mississippi clamoring for the opportunity to apply for Bicycle Friendly Community status and working with Bike Walk Mississippi and the League to find ways they can increase their bicycle friendliness. Due in part to the success of the Bicycle Friendly Mississippi campaign, we were able to partner with the state department of transportation and other sponsors to hold the very first statewide Bike Summit in October 2013.

LEARN MORE AT [WWW.BIKEWALKMISSISSIPPI.ORG](http://WWW.BIKEWALKMISSISSIPPI.ORG).

## BICYCLE ALLIANCE OF MINNESOTA

*Growing Capacity Through BFA*

BY NICK MASON, EDUCATION & TECHNICAL ASSISTANCE PROGRAM MANAGER

From its inception in 2008, the Bicycle Alliance of Minnesota (BikeMN) has used the Bicycle Friendly America program. In fact, our second full-time staff person was hired to provide education, the most often missing bicycle friendly component, and



*Minnesota advocates in Bemidji.*

BFA technical assistance.

As a new organization with ambitions to make a lot of progress in a short amount of time, it made sense to use existing tools. The BFA program was something that communities could use immediately and be highly motivated by the potential for national recognition.

To encourage more participation, BikeMN's staff stand ready to reviews any community's BFA application, at their request. In addition, BikeMN offers assistance with stakeholder engagement, on-the-ground evaluation and a community assessment that focuses on what must be improved to move forward in becoming more bicycle friendly.

While our work in this area began with a single community it soon expanded through most of the state, starting with a partnership, and contract, with the state Department of Transportation to improve and enhance the experience of riders in the communities along the Mississippi River Trail (MRT). BikeMN also secured a multi-year, statewide contract funded through a federal Community Transformation Grant and the Statewide Health Improvement Program, which allowed us to hire another full-time staff in northern Minnesota who has greatly expanded the BFC and bike education work in that part of the state.

BikeMN's BFC work in northern Minnesota started in Bemidji with the

MRT project in 2010 and quickly exploded. The community was already doing great work through Active Living Bemidji and had a diverse group of stakeholders interested in bicycling. We were fortunate enough to find their Northern MN Regional Manager, Natalie Gille, there as well. Over the past several years, Bemidji has completed major regional trail connections (Paul Bunyan Trail), added six League Cycling Instructors, hosted multiple bike month events, been awarded a Bronze BFC award, has two Bicycle Friendly Businesses and is planning a major destination bike ride. So it's not surprising that it will also become the first Nice Ride Minnesota bike share pilot city in greater Minnesota!

While Bemidji is a shining success story, the number of BFCs in Minnesota has grown from two in 2008 to 10 in 2013, including suburbs like Richfield. In addition, we know of another 20 communities that are actively working toward a BFC award.

Overall, the BFA program has enabled BikeMN to get funding, increase membership, and take important strides toward our vision that "bicycling is a safe, easy, fun, and cool choice for everyone." This work has truly enhanced BikeMN's effectiveness and has been essential to for growth as a statewide advocacy organization. LEARN MORE AT [WWW.BIKEMN.ORG](http://WWW.BIKEMN.ORG).

# MAKING EQUITY ATTAINABLE

## A lesson from BFA

BY ADONIA LUGO



**W**hile many of us in the bike movement have a range of mobility choices, there are also people who get around on bikes without the luxury of leaving a car in the garage or taking advantage of a great transit network.

Making bicycling work in a streetscape where all signs point to driving can be another burden in a family's struggle for survival. A bicycle-friendly landscape, on the other hand, can be a welcoming statement, and the League's Bicycle Friendly America programs are designed to help cities, businesses, and universities meet high standards. But if these programs only engage with the self-selecting group of us who enthusiastically choose bicycling today, we may have a harder time attracting new cyclists tomorrow.

My work on the Equity Initiative includes looking for ways that our existing programs can reach more people, and

I've started collaborating with program staff to make their materials more effective. In a way, it's like a BFA review for the League: An analysis of where we are now, and a look at what we're missing. It's a partnership that offers the support to get us where we want to be as an Equity Friendly Movement.

In December, over some falafel, Bill Nesper, the League's Vice President of Programs, gave me the basics on how the program works. I heard in that conversation something that is core to BFA, and that I've taken on as a guiding principle: set a high bar but make success attainable.

It doesn't do much good to tell people where they're going wrong if you're not

willing to lend a hand in the process of getting better. I've been observing bike advocates and our counterparts at city governments for years. I've been the person in the room with the shaky voice who feels impassioned about what she has to say. And as I've become more and more embedded in my own bicy-

I heard in that conversation something that is core to BFA, and that I've taken on as a guiding principle: set a high bar but make success attainable.

cling social networks, I've also been the listener when the person whose effect makes it clear that they feel they are speaking truth to power. I've seen over and over that critical feedback can be





*Cyclists in Washington, D.C. Photo by Maggie Smith*

set aside even by well-meaning people if there's not continuing support.

What I've learned is that a critical remark is a good starting point — but it is not an end in itself.

The Bicycle Friendly America programs all offer ongoing support to the cities, businesses, and schools that apply, whether they get a good rating the first time around or not. Similarly, with the Equity Initiative, we're working to create a resource toolkit that will help our members move from the “interested but concerned” stage with equity work to “enthused and confident.” In the case of BFA, this might mean taking a look at what measures for equity, diversity and inclusion we can develop in collaboration with our applicants.

There's a lot about the experience of bicycling that can't be measured through traffic modeling and level-of-service figures, and bicycling conditions can vary

widely from one neighborhood to another. Children in a community where going to school means crossing a heavily trafficked bridge without safe facilities won't be impacted much by new bike lanes for a beachfront community across town. Too often we poison goodwill for bicycling by leaving aside these questions of who we serve.

Our programs adapt in order to serve members' needs, and the Equity Initiative sets a new challenge to make our work relevant to the lives of more bicycle users. We have had requests for our materials in Spanish, and I've started the ball rolling on making this a reality.

Recently, a bicycle advocate emailed me and Amelia Neptune, the Bicycle Friendly America Program Specialist, to find out about bike share programs that had partnered with historically black colleges and universities (HBCUs). We didn't have an answer, but we knew who to ask.

I sent out the question to the Bike Equity Network email listserv that has been active since December, and within a few minutes we had information about colleges with diverse student bodies in Minneapolis, New Orleans and Washington, D.C. that were known to have promoted bike share. Listserv members also offered to help develop a plan for reaching new campuses.

Through collaborating with people like the BFA staff, I'm developing some great tactics for how we support equity in this movement: We strengthen our network of allies who can point out our blind spots and who will stick around to see change. **ADONIA LUGO IS THE LEAGUE'S EQUITY INITIATIVE MANAGER.** ■


# BFA LISTS

MOVED UP   
NEW 

## 2013 STATE RANKINGS

- |                  |                    |
|------------------|--------------------|
| 1. Washington    | 26. Idaho          |
| 2. Colorado      | 27. New Hampshire  |
| 3. Oregon        | 28. North Carolina |
| 4. Minnesota     | 29. Louisiana      |
| 5. Delaware      | 30. Missouri       |
| 6. Massachusetts | 31. Florida        |
| 7. New Jersey    | 32. Ohio           |
| 8. Wisconsin     | 33. Wyoming        |
| 9. Illinois      | 34. South Carolina |
| 10. Arizona      | 35. Hawaii         |
| 11. Maryland     | 36. Mississippi    |
| 12. Michigan     | 37. Arkansas       |
| 13. Maine        | 38. Oklahoma       |
| 14. Utah         | 39. Montana        |
| 15. Pennsylvania | 40. Kansas         |
| 16. Virginia     | 41. Nebraska       |
| 17. Tennessee    | 42. Indiana        |
| 18. Connecticut  | 43. New York       |
| 19. California   | 44. West Virginia  |
| 20. Nevada       | 45. Alaska         |
| 21. Iowa         | 46. South Dakota   |
| 22. Texas        | 47. Kentucky       |
| 23. Vermont      | 48. New Mexico     |
| 24. Georgia      | 49. Alabama        |
| 25. Rhode Island | 50. North Dakota   |


## 2013 BICYCLE FRIENDLY COMMUNITIES

COMMUNITY	POPULATION
<b>PLATINUM</b>	
Davis, California	63,722
Boulder, Colorado	101,500
 Fort Collins, Colorado	143,986
Portland, Oregon	593,820

### GOLD

<b>ARIZONA</b>	
Scottsdale	217,385
Tucson & East Pima Region	965,209


<b>CALIFORNIA</b>	
Palo Alto	64,403
San Francisco	739,426

<b>COLORADO</b>	
Breckenridge	4,540
 Crested Butte	1,497
Durango	16,878
Steamboat Springs	12,088

<b>MASSACHUSETTS</b>	
 Cambridge	105,162

<b>MINNESOTA</b>	
Minneapolis	379,499

<b>MONTANA</b>	
Missoula	66,788

<b>OREGON</b>	
 Ashland	20,232
Corvallis	53,165
Eugene	156,185

<b>WASHINGTON</b>	
Seattle	563,374




<b>WISCONSIN</b>	
Madison	221,551



<b>WYOMING</b>	
Jackson and Teton County	20,532



### SILVER

<b>ALASKA</b>	
 Anchorage	296,197

<b>ARIZONA</b>	
Flagstaff	66,013
Tempe	172,589

<b>CALIFORNIA</b>	
Arcata	17,321
 Calistoga	5,155
Chico	79,000
Claremont	36,612
 Coronado	24,697
Folsom	63,960
 Irvine	223,729

Long Beach	466,520
 Menlo Park	32,026
Mountain View	70,708
Presidio of San Francisco	3,000
Sacramento	456,394
San Luis Obispo	43,766
Santa Barbara	90,893
Santa Cruz	54,593
 Santa Monica	89,700

<b>COLORADO</b>	
Aspen	6,100
Colorado Springs	360,890
Denver	598,707
Gunnison	5,854
Longmont	84,647
 Salida	5,274
 Vail	5,305

<b>WASHINGTON, D.C.</b>	
Washington, D.C.	632,323

<b>FLORIDA</b>	
Gainesville	117,182
Venice	22,146

<b>IDAHO</b>	
Ada County	395,974
Wood River Valley	12,506

<b>ILLINOIS</b>	
Chicago	2,896,016
Evanston	74,486

<b>INDIANA</b>	
Bloomington	69,107

<b>IOWA</b>	
 Iowa City	68,947

<b>MASSACHUSETTS</b>	
Boston	645,169
 Somerville	75,566

<b>MICHIGAN</b>	
Ann Arbor	114,925
 Houghton	7,708

<b>MISSOURI</b>	
Columbia	110,438

<b>MONTANA</b>	
Bozeman	37,280

<b>NEW MEXICO</b>	
 Santa Fe	680,000

<b>NEW YORK</b>	
New York City	8,143,197

<b>NORTH CAROLINA</b>	
Carrboro	18,162

<b>OREGON</b>	
Bend	80,995
Sisters	1,925

<b>PENNSYLVANIA</b>	
Philadelphia	1,454,382

<b>SOUTH CAROLINA</b>	
Hilton Head Island	33,862

<b>TEXAS</b>	
Austin	681,804

<b>UTAH</b>	
 Moab & Grand County	9,225
Park City and Snyderville Basin	20,671
Salt Lake City	181,743

<b>VERMONT</b>	
Burlington	42,417

<b>VIRGINIA</b>	
 Alexandria	144,301
Arlington	210,280
Charlottesville	43,748

<b>WASHINGTON</b>	
Bellingham	73,460
Olympia	44,460
Port Townsend	8,334
Redmond	49,637

<b>WISCONSIN</b>	
La Crosse	51,818




## BRONZE

<b>ALABAMA</b>	
Auburn	52,205

<b>ALASKA</b>	
Juneau	30,711
Sitka	8,883

<b>ARIZONA</b>	
Chandler	252,257
Cottonwood	12,426
Gilbert	213,519
Mesa	441,160
Sedona	10,001

<b>ARKANSAS</b>	
Bentonville	35,301
Conway	59,511
Fayetteville	67,158
North Little Rock	62,411

<b>CALIFORNIA</b>	
Alameda	73,812
Brentwood	40,007
Cupertino	50,479
Gilbert	213,519
 Eastern Placer County	11,050
Emeryville	10,080
 Eureka	27,217
Fresno	500,121
Huntington Beach	202,250
Los Altos	27,483
Los Angeles	3,792,621
Napa	75,142
Oakland	365,875
Oceanside	174,925
Orange County	3,010,232
 Paso Robles	30,050
Redding	89,470
Riverside	311,575
Roseville	122,060

San Jose	971,372
Santa Clara	110,376
Santa Clarita	175,314
Sonoma	10,849
South Lake Tahoe	23,609
Sunnyvale	131,760
Temecula	103,092
Thousand Oaks	127,644
West Sacramento	48,744
Windsor	26,801

### COLORADO

Arvada	107,050
Carbondale	5,196
Castle Rock	50,028
Golden	18,026
Greeley	92,889
Lakewood	146,000
Summit County	29,686

### CONNECTICUT

Simsbury	23,256
South Windsor	24,409

### DELEWARE

Lewes	2,747
Newark	29,886

### FLORIDA

Boca Raton	85,329
Broward	1,800,000
Fernandina Beach	11,510
Lakeland	97,422
Miami	418,480
Orlando	205,648
Sanibel	6,064
St. Petersburg	249,090
Tallahassee	183,643
Weston	65,333

### GEORGIA

Athens-Clarke County	115,000
Decatur	19,335
Jekyll Island	877
Roswell	93,692
Savannah	136,650
Tybee Island	3,713

### IDAHO

Coeur d'Alene	41,983
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### ILLINOIS

Batavia	26,045
Champaign	81,055
Elmhurst	46,371
Naperville	141,853
Schaumburg	73,346
Urbana	40,550

### INDIANA

Carmel	70,000
Columbus	44,065
Fort Wayne	253,754
Goshen	31,719
Indianapolis & Marion County	872,842

South Bend	100,842
Warsaw and Winona Lake	18,467

### IOWA

Cedar Falls	39,387
Cedar Rapids	126,897
Des Moines	203,433
University Heights	1,051

### KANSAS

Lawrence	88,664
Manhattan	52,587
Shawnee	57,628

### KENTUCKY

Lexington-Fayette County	246,800
Louisville	750,828

### LOUISIANA

Baton Rouge and Parish of East Baton Rouge	440,171
New Orleans	343,829

### MAINE

Bath	8,493
Brunswick	21,820

### MARYLAND

Baltimore	631,000
Bethesda	57,319
Frederick	65,239
Rockville	61,209

### MASSACHUSETTS

Arlington	42,844
Newton	85,945
Northampton	28,978

### MICHIGAN

Grand Rapids	688,937
Lansing	111,304
Marquette	21,000
Midland	41,863
Portage	46,143
Traverse City	14,532

### MINNESOTA

Bemidji	13,431
Duluth	86,265
Grand Marais	1,351
Grand Rapids	10,869
Greater Mankato	52,703
Richfield	35,228
Rochester	102,437
Saint Paul	281,244
Winona	27,592

### MISSISSIPPI

Oxford	16,727
Ridgeland	22,809

### MISSOURI

Clayton	15,939
Ferguson	20,936
Kansas City	482,228
Lee's Summit	92,188
Springfield	162,191
St. Louis	318,640

### MONTANA

Billings	100,147
Helena	29,134

### NEBRASKA

Lincoln	258,379
Omaha	408,958
South Sioux City	11,925

### NEVADA

Reno-Sparks Washoe County	421,407
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### NEW HAMPSHIRE

Concord	43,225
Keene	24,769

### NEW JERSEY

Hoboken	50,005
Montclair	37,726
Ocean City	11,701
Princeton	28,572
West Windsor	27,165

### NEW MEXICO

Albuquerque	448,607
Las Cruces	92,235

### NEW YORK

Buffalo	261,310
Rochester	210,565

### NORTH CAROLINA

Asheville	83,935
Cary	119,745
Chapel Hill	55,616
Charlotte	648,387
Davidson	10,300
Durham	212,789
Greensboro	273,419
Raleigh	405,612
Wilmington	101,353
Winston-Salem	230

### OHIO

Cincinnati	297,154
Cleveland	396,815
Cleveland Heights	46,121
Columbus	794,956
Dayton	154,200
Dublin	41,751
Lakewood	51,724
Westerville	36,120

### OKLAHOMA

Norman	112,551
Stillwater	45,688
Tulsa	393,981

### OREGON

Albany	48,770
Beaverton	79,350
Gresham	101,537
Salem	152,239

### PENNSYLVANIA

Franklin	7,212
Pittsburgh	316,718
State College - Centre Region	92,096

### RHODE ISLAND

Newport	24,672
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### SOUTH CAROLINA

Charleston	124,000
Columbia	129,272
Greenville	60,379
Spartanburg	39,487

### SOUTH DAKOTA

Sioux Falls	160,000
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### TENNESSEE

Chattanooga	167,674
Knoxville	177,646
Nashville-Davidson County	601,222

### TEXAS

Houston	2,160,821
San Antonio	1,144,646
The Woodlands Township	97,023

### UTAH

Ogden	83,800
Provo	117,489

### VERMONT

Montpelier	7,855
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### VIRGINIA

Harrisonburg	48,814
Reston	58,404
Richmond	205,533
Roanoke	94,911
Williamsburg	14,067

### WASHINGTON

Anacortes	16,800
Bainbridge Island	20,300
Liberty Lake	7,270
Snohomish	9,098
Spokane	204,428
Tacoma	198,375
Vancouver	156,600

### WEST VIRGINIA

Morgantown	29,660
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### WISCONSIN

Appleton	72,563
Eau Claire	101,353
Fitchburg	25,260
Milwaukee	554,965
Onalaska	17,736
River Falls	15,308
Sheboygan County	115,507
Shorewood	13,267
Stevens Point	26,717
Sturgeon Bay	9,144



# NEWEST PLATINUMS

## BFC»

### Fort Collins, Colo.

(Moved up from 2008 Gold award)

"A bicycle culture is key in defining the fabric of what makes Fort Collins a great place to live, work and play. We know it is a primary means of transportation for many, a major form of recreation for most, and a significant factor in attracting new businesses and new residents. Our City works alongside many community organizations to build a seamless bikeway network and ensure a safe cycling community. Bicycling is a community value and a way of life in Fort Collins."

- Fort Collins Mayor Karen Weitkunat

## BFB»

### Boise Bicycle Project

(Moved up from 2011 Gold award)

"Our biggest investment for biking at the Boise Bicycle Project is education for its employees. Between paid weekly classes, paid bicycle school certifications, and paid LCI and other League classes, BBP has the most bicycle educated employees in the state. This investment passes from our employees to the community that they interact with on a daily basis."

- Jimmy Hallyburton, Boise Bicycle Project Executive Director

## 2013 BICYCLE FRIENDLY BUSINESS

### 2013 BICYCLE FRIENDLY BUSINESS

BUSINESS NAME	SINCE	TYPE OF BUSINESS	CITY	# OF EMPLOYEES
<b>PLATINUM</b>				
University of California, Davis	2013	Non-profit/Government	Davis, CA	20,041
New Belgium Brewing Company	2009	Hospitality/Food/Retail	Fort Collins, CO	338
Boise Bicycle Project	2011	Bicycle Industry (includes shops)	Boise, ID	12
Landry's Bicycles	2008	Bicycle Industry (includes shops)	Natick, MA	75
Quality Bicycle Products	2009	Bicycle Industry (includes shops)	Bloomington, MN	450
Alta Planning + Design	2008	Professional Services	Portland, OR	51
Bike Gallery	2009	Bicycle Industry (includes shops)	Portland, OR	125
TTR Bikes	2010	Bicycle Industry (includes shops)	Greenville, SC	2
Bicycle Sport Shop	2009	Bicycle Industry (includes shops)	Austin, TX	120
<b>GOLD</b>				
<b>ALASKA</b>				
Alaska Native Tribal Health Consortium	2009	Medical/Health	Anchorage	1900
<b>ARIZONA</b>				
Absolute Bikes, Inc.	2013	Bicycle Industry (includes shops)	Flagstaff	25
<b>CALIFORNIA</b>				
California State University Long Beach	2011	Non-profit/Government	Long Beach	3600
Clif Bar & Company	2008	Hospitality/Food/Retail	San Francisco	239
David Baker & Partners	2009	Professional Services	San Francisco	14
Facebook	2012	Professional Services	Menlo Park	2389
Fehr & Peers	2009	Professional Services	San Francisco	230
KTU+A Planning + Landscape Architecture	2010	Professional Services	San Diego	33
Mercy General Hospital	2010	Medical/Health	Sacramento	1900
REI - Mountain View	2011	Bicycle Industry (includes shops)	Mountain View	85
Specialized Bicycle Components	2010	Bicycle Industry (includes shops)	Morgan Hill	442
University of California, Santa Barbara	2010	Non-profit/Government	Santa Barbara	4600
<b>COLORADO</b>				
People for Bikes	2011	Non-profit/Government	Boulder	8
CatEye North America	2009	Bicycle Industry (includes shops)	Boulder	4
City of Fort Collins	2011	Non-profit/Government	Fort Collins	1500
Hodgings Beckley Consulting, LLC	2013	Medical/Health	Fort Collins	1
REI - Fort Collins	2012	Bicycle Industry (includes shops)	Fort Collins	56
<b>DISTRICT OF COLUMBIA</b>				
Revolution Cycles	2011	Bicycle Industry (includes shops)	Washington	12
Washington Area Bicyclist Association	2010	Non-profit/Government	Washington	10
<b>ILLINOIS</b>				
REI - Lincoln Park	2009	Bicycle Industry (includes shops)	Chicago	70
The Burke Group	2010	Professional Services	Rosemont	350
<b>INDIANA</b>				
Bicycle Garage Indy	2009	Bicycle Industry (includes shops)	Indianapolis	75
INDYCOG	2013	Non-Profit/Government	Indianapolis	3
<b>IOWA</b>				
RDG Planning & Design	2009	Professional Services	Des Moines	83
<b>MARYLAND</b>				
Race Pace Bicycles	2010	Bicycle Industry (includes shops)	Ellicott City	60
Toole Design Group, LLC	2009	Professional Services	Silver Spring	18

## 2013 BICYCLE FRIENDLY BUSINESS

### MASSACHUSETTS

MIT Lincoln Lab	2010	Manufacturing/Research	Lexington	3400
Urban Adventours	2008	Hospitality/Food/Retail	Boston	15

### MICHIGAN

• Catalyst Partners	2013	Professional Services	Grand Rapids	58
The Hub of Detroit	2010	Non-profit/Government	Detroit	7

### MINNESOTA

City of Minneapolis	2011	Non-profit/Government	Minneapolis	4000
Dero Bike Rack Company	2010	Bicycle Industry (includes shops)	Minneapolis	18

### MISSOURI

REI -St. Louis	2009	Bicycle Industry (includes shops)	St. Louis	55
Trailnet	2011	Non-profit/Government	Saint Louis	20

### NEBRASKA

RDG Planning & Design	2009	Professional Services	Omaha	173
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### NEW MEXICO

Bicycle Technologies International	2010	Bicycle Industry (includes shops)	Santa Fe	42
General Mills Albuquerque Plant	2009	Manufacturing/Research	Albuquerque	185

### OREGON

King Cycle Group	2009	Bicycle Industry (includes shops)	Portland	75
Oregon Health & Science University	2011	Medical/Health	Portland	13637
• SERA Architects, Inc	2013	Professional Services	Portland	59

### PENNSYLVANIA

Advanced Sports Inc.	2009	Bicycle Industry (includes shops)	Philadelphia	45
• Rotating Mass Media	2013	Bicycle Industry (includes shops)	Pittsburgh	11

### TENNESSEE

Outdoor Chattanooga	2012	Non-profit/Government	Chattanooga	9
RPM Transportation Consultants, LLC	2009	Professional Services	Brentwood	11

### UTAH

Mad Dog Cycles	2009	Bicycle Industry (includes shops)	Orem	15
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### VERMONT

Local Motion	2012	Non-profit/Government	Burlington	9
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### VIRGINIA

Revolution Cycles	2011	Bicycle Industry (includes shops)	Arlington	6
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### WASHINGTON

Kona Bicycle Company	2009	Bicycle Industry (includes shops)	Ferndale	22
Seattle Children's Hospital	2009	Medical/Health	Seattle	4300

### WISCONSIN

Bicycle Federation of Wisconsin	2010	Non-profit/Government	Milwaukee	8
• Kimberly-Clark Corporation	2013	Manufacturing/Research	Neenah	39
Planet Bike	2010	Bicycle Industry (includes shops)	Madison	6
Trek Bicycle Corporation	2010	Bicycle Industry (includes shops)	Waterloo	1150
Wheel & Sprocket, Inc.	2010	Bicycle Industry (includes shops)	Hales Corners	113

## SILVER

### ALASKA

CRW Engineering Group	2012	Professional Services	Anchorage	53
Restoration Science & Engineering, LLC	2012	Professional Services	Anchorage	15
Southcentral Foundation	2010	Medical/Health	Anchorage	1400

### ARIZONA

Law Office of Eric Post	2011	Professional Services	Tucson	7
• Town of Oro Valley	2013	Non-Profit/Government	Oro Valley	412
TriSports.com	2010	Bicycle Industry (includes shops)	Tucson	45

### ARKANSAS

Bike City Recyclery Inc.	2010	Bicycle Industry (includes shops)	Fayetteville	2
Garver	2010	Professional Services	North Little Rock	124

## NEWEST PLATINUMS



# BFU»

*University of California, Davis*

*(Moved up from 2011 Gold award)*

"As the League moves forward with the development of its 'Beyond Platinum' Diamond status recognition for the BFC program, we can only assume that the BFU program will eventually follow suit. With goal setting and data collection being an integral part of the Diamond program, UC Davis envisions working closely with other bike friendly campuses and the League to explore not only the most effective means to increase bicycle ridership and citizen satisfaction, but how best to measure those quantities and qualities."

*- David Takemoto-Weerts, UC Davis Bicycle Program Coordinator*

# BFA TOTALS (THROUGH 2013)

Total Number of BFCs:

291 IN 48 STATES

Total Number of BFBs:

631 IN 44 STATES + DC



New BFB Awards:

152

Total Number of BFUs:

75 IN 32 STATES + DC



New BFU Awards:

31

## 2013 BICYCLE FRIENDLY BUSINESS

Gearhead Outfitters	2010	Bicycle Industry (includes shops)	Jonesboro	7
CALIFORNIA				
Alameda Bicycle/Bike Station	2012	Bicycle Industry (includes shops)	Alameda	12
Apple, Inc.	2012	Manufacturing/Research	Cupertino	10000
Bear Valley Inn	2009	Hospitality/Food/Retail	Olema	2
Bike Bakersfield	2011	Non-profit/Government	Bakersfield	5
City of Davis	2012	Non-profit/Government	Davis	98
Downtown Berkeley YMCA	2012	Non-profit/Government	Berkeley	250
Ecology Action	2008	Non-profit/Government	Santa Cruz	48
Hewlett-Packard Company	2012	Manufacturing/Research	Roseville	3000
Jax Bicycle Center	2012	Bicycle Industry (includes shops)	Irvine	15
Ledford Law Corporation	2011	Professional Services	Visalia	3
Palo Alto Bicycles	2009	Bicycle Industry (includes shops)	Palo Alto	18
Passerelle Investment Company	2012	Professional Services	Los Altos	6
REI - Sacramento	2011	Bicycle Industry (includes shops)	Sacramento	120
REI - Santa Barbara	2012	Bicycle Industry (includes shops)	Santa Barbara	50
Sacramento Area Council of Governments	2011	Non-profit/Government	Sacramento	50
San Francisco Landscapes	2009	Professional Services	San Francisco	5
Santa Monica Bike Center	2012	Bicycle Industry (includes shops)	Santa Monica	11
SAP Labs, LLC. Palo Alto	2011	Manufacturing/Research	Palo Alto	2100
Sierra Nevada Brewing Co.	2009	Hospitality/Food/Retail	Chico	400
WheelHouse	2010	Bicycle Industry (includes shops)	Santa Barbara	2
COLORADO				
Big Shot Bikes, LLC	2012	Bicycle Industry (includes shops)	Fort Collins	7
Community Cycles	2008	Bicycle Industry (includes shops)	Boulder	5
Denver Zoological Foundation	2011	Non-profit/Government	Denver	250
Ecologic Design - Green Guru Gear	2010	Professional Services	Boulder	8
Hottman Law Office	2012	Professional Services	Golden	3
Mountain Bike Specialists	2012	Bicycle Industry (includes shops)	Durango	11
OtterBox	2011	Manufacturing/Research	Fort Collins	330
REI - Denver	2012	Bicycle Industry (includes shops)	Denver	225
Rocky Mountain Outdoor Center	2013	Professional Services	Salida	28
University Corporation for Atmospheric Research	2011	Non-profit/Government	Boulder	1400
CONNECTICUT				
REI - West Hartford	2012	Bicycle Industry (includes shops)	West Hartford	41
DELAWARE				
The Bike Boutique	2011	Bicycle Industry (includes shops)	Wilmington	7
DISTRICT OF COLUMBIA				
City Bikes	2011	Bicycle Industry (includes shops)	Washington	55
Federal Communications Commission	2010	Non-Profit/Government	Washington	1502
National Alliance for Hispanic Health	2011	Non-profit/Government	Washington	21
National Geographic Society	2009	Non-profit/Government	Washington	1600
National Park Service - National Mall and Memorial Parks	2009	Non-Profit/Government	Washington	60
The Bike Rack, DC	2012	Bicycle Industry (includes shops)	Washington	14
U.S. Environmental Protection Agency - Washington D.C. Headquarter Facilities	2010	Non-profit/Government	Washington	5000
Wiebenson & Dorman Architects PC	2010	Professional Services	Washington	2
World Bank Group	2009	Non-profit/Government	Washington	8500
FLORIDA				
Out-Spoke'N Bike Shops, Inc.	2010	Bicycle Industry (includes shops)	Lake Mary	7
GEORGIA				
Atlanta Bicycle Coalition	2012	Non-profit/Government	Atlanta	4
BikeAthens	2010	Non-profit/Government	Athens	38
Camden Bicycle Center	2009	Bicycle Industry (includes shops)	Saint Marys	3
Pirate Pedicab	2011	Professional Services	Tybee Island	10



## 2013 BICYCLE FRIENDLY BUSINESS

IDAHO					
Ada County Highway District	2012	Non-profit/Government	Garden City	300	
• Baliho	2013	Professional Services	Boise	80	
• Drake Cooper Inc	2012	Professional Services	Boise	27	
• George's Cycles and Fitness	2013	Bicycle Industry (includes shops)	Garden City	3	
Healthwise, Incorporated	2011	Medical/Health	Boise	225	
Idaho Mountain Touring	2012	Hospitality/Food/Retail	Boise	20	
Idaho Power Company	2011	Professional Services	Boise	652	
Kittelton & Associates, Inc. - Boise	2012	Professional Services	Boise	8	
ILLINOIS					
Champaign-Urbana Mass Transit District	2009	Non-profit/Government	Urbana	313	
• Greenline Wheels, L3C	2013	Bicycle Industry (includes shops)	Oak Park	167	
REI - Northbrook	2008	Bicycle Industry (includes shops)	Northbrook	75	
Spin Doctor Cyclewerks	2009	Bicycle Industry (includes shops)	Bartlett	7	
INDIANA					
Bloomington Pedal Power	2011	Non-profit/Government	Bloomington	6	
City of Bloomington City Hall, IN	2010	Non-profit/Government	Bloomington	150	
Fort Wayne Outfitters and Bike Depot	2010	Bicycle Industry (includes shops)	Fort Wayne	11	
Freewheelin' Communitiy Bikes	2011	Non-profit/Government	Indianapolis	2	
• Middle Davids Artisan Candles Inc.	2013	Manufacturing/Research	Franklin	6	
Summit City Bicycles & Fitness	2012	Bicycle Industry (includes shops)	Fort Wayne	32	
IOWA					
• Europa Cycle & Ski	2013	Bicycle Industry (includes shops)	Cedar Falls	12	
Meredith Corporation - Des Moines, IA	2009	Professional Services	Des Moines	3200	
• Northtowne Cycling & Fitness	2013	Bicycle Industry (includes shops)	Cedar Rapids	20	
World of Bikes	2010	Bicycle Industry (includes shops)	Iowa City	6	
KANSAS					
• City of Shawnee	2013	Non-profit/Government	Shawnee	111	
Rosedale Development Association	2012	Non-profit/Government	Kansas City	6	
KENTUCKY					
Pedal The Planet	2012	Bicycle Industry (includes shops)	Lexington	9	
University of Kentucky	2010	Non-profit/Government	Lexington	12000	
MAINE					
• L.L.Bean Boat Bike Ski Store	2013	Bicycle Industry (includes shops)	Freeport	26	
MARYLAND					
Revolution Cycles, Rockville	2011	Bicycle Industry (includes shops)	Rockville	12	
State Farm Agent, Darius Mark	2012	Professional Services	Frederick	4	
MASSACHUSETTS					
Beth Israel Deaconess Medical Center	2011	Medical/Health	Boston	8700	
Children's Hospital Boston	2011	Medical/Health	Boston	9255	
Ciclismo Classico	2010	Bicycle Industry (includes shops)	Arlington	10	
MyBike	2011	Bicycle Industry (includes shops)	Boston	3	
REI - Boston	2012	Bicycle Industry (includes shops)	Boston	60	
TransComm at BU Medical Center	2011	Non-profit/Government	Boston	8000	
MICHIGAN					
• Cascade Engineering	2013	Manufacturing/Research	Grand Rapids	500	
League of Michigan Bicyclists	2010	Non-profit/Government	Lansing	2	
Mel Trotter Ministries	2009	Non-profit/Government	Grand Rapids	125	
Olson, Bzdok & Howard, P.C.	2010	Professional Services	Traverse City	9	
REI - Troy	2012	Bicycle Industry (includes shops)	Troy	45	
MINNESOTA					
• Blue Cross and Blue Shield of Minnesota	2009	Professional Services	Eagan	4100	
Erik's Bike Shop	2009	Bicycle Industry (includes shops)	Bloomington	130	
Flying Penguin Outdoor Sports	2012	Hospitality/Food/Retail	Mankato	4	

## NUMBER OF BFBs BY TYPE

*Bicycle Industry  
(includes shops):*

164

*Professional  
Services:*

164

*Non-profit/  
Government:*

147

*Hospitality/Food/  
Retail:*

61

*Manufacturing/  
Research:*

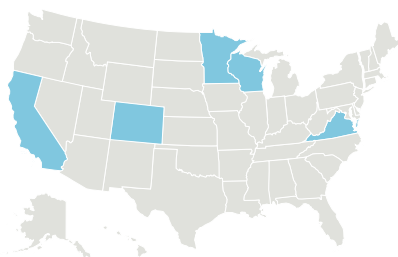
51

*Medical/Health:*

44

# TOP FIVE STATES

with the most BFBs



## 1. California

49



## 2. Minnesota

41



## 3. Wisconsin

39



## 4. Colorado

38



## 5. Virginia

36



## 2013 BICYCLE FRIENDLY BUSINESS

• Nice Ride Minnesota	2013	Bicycle Industry (includes shops)	Minneapolis	154
• Nicollet Bike	2013	Bicycle Industry (includes shops)	Mankato	103
• Patagonia - St. Paul	2013	Hospitality/Food/Retail	St Paul	94
Peace Coffee	2010	Hospitality/Food/Retail	Minneapolis	20
Penn Cycle	2010	Bicycle Industry (includes shops)	Bloomington	125
Sierra Club North Star Chapter	2012	Non-profit/Government	Minneapolis	12
Transit for Livable Communities	2012	Non-profit/Government	Saint Paul	13
University of Minnesota - Twin Cities	2010	Non-profit/Government	Minneapolis	18000
Wells Fargo Home Mortgage Minneapolis Campus (HMMC)	2011	Professional Services	Minneapolis	4500

### MISSISSIPPI

Indian Cycle	2011	Bicycle Industry (includes shops)	Ridgeland	6
The Bike Rack	2011	Bicycle Industry (includes shops)	Flowood	5

### MISSOURI

360 Architecture	2010	Professional Services	Kansas City	121
Big Shark Bicycle Company	2010	Bicycle Industry (includes shops)	St. Louis	30
Family Bicycles, LLC	2010	Bicycle Industry (includes shops)	Kansas City	4
Peckham & Wright Architects, Inc	2010	Professional Services	Columbia	14

### NEBRASKA

Activate Omaha	2010	Non-profit/Government	Omaha	4
Bike Pedalers	2011	Bicycle Industry (includes shops)	Lincoln	12
Cycle Works	2011	Bicycle Industry (includes shops)	Lincoln	15
Greenstreet Cycles	2011	Bicycle Industry (includes shops)	Omaha	6
PayPal, Inc.	2010	Professional Services	La Vista	3000
Pepe's Bistro	2012	Hospitality/Food/Retail	Lincoln	5
University of Nebraska Lincoln Campus Recreation	2012	Non-profit/Government	Lincoln	50

### NEVADA

• Bike Shop	2013	Bicycle Industry (includes shops)	Henderson	9
Regional Transportation Commission of Southern Nevada	2011	Non-profit/Government	Las Vegas	273

### NEW YORK

• Go Bike Buffalo	2013	Non-profit/Government	Buffalo	30
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### NORTH CAROLINA

City of Durham	2012	Non-profit/Government	Durham	393
Liberty Bicycles	2009	Bicycle Industry (includes shops)	Asheville	18
Performance, Inc.	2012	Bicycle Industry (includes shops)	Chapel Hill	188

### OHIO

EWI	2012	Non-profit/Government	Columbus	140
Trek Bicycle Store of Cincinnati	2011	Bicycle Industry (includes shops)	West Chester	24
Trek Bicycle Store of Columbus	2010	Bicycle Industry (includes shops)	Columbus	20

### OREGON

BicyclingHub.com	2011	Bicycle Industry (includes shops)	Portland	5
EasyStreet Online Services	2008	Professional Services	Beaverton	36
• Elemental Technologies	2013	Manufacturing/Research	Portland	94
Frans Pauwels Memorial Community Bicycle Center	2009	Non-profit/Government	Aloha	2
• Integral Consulting Inc	2013	Professional Services	Portland	23
• Nelson Nygaard Consulting Associates - Portland	2013	Professional Services	Portland	144
Providence Portland Medical Center	2009	Medical/Health	Portland	2700
Saturno Design	2009	Professional Services	Portland	14
Standing Stone Brewing Co.	2011	Hospitality/Food/Retail	Ashland	60

### PENNSYLVANIA

• Aero Tech Designs	2013	Bicycle Industry (includes shops)	Coraopolis	30
Bike Pittsburgh	2010	Non-profit/Government	Pittsburgh	3

## 2013 BICYCLE FRIENDLY BUSINESS

Campbell Thomas & Co. Architects	2010	Professional Services	Philadelphia	7
Deeplocal	2012	Manufacturing/Research	Pittsburgh	8
Ironman Consulting LLC.	2013	Professional Services	Pottstown	3
REI - Pittsburgh	2011	Bicycle Industry (includes shops)	Pittsburgh	50
West Arete Computing, Inc.	2012	Professional Services	State College	5
Zero Fossil	2013	Manufacturing/Research	Munhall	4
<b>SOUTH CAROLINA</b>				
Charleston Civic Design Center	2010	Professional Services	Charleston	4
Erwin Penland	2013	Professional Services	Greenville	285
Hawley, LLC	2009	Bicycle Industry (includes shops)	Lexington	62
<b>TENNESSEE</b>				
212 Market Restaurant	2009	Hospitality/Food/Retail	Chattanooga	38
Hawkins Partners, Inc.	2013	Professional Services	Nashville	11
Mast General Store	2010	Hospitality/Food/Retail	Knoxville	40
Swiftwick	2011	Manufacturing/Research	Brentwood	16
<b>TEXAS</b>				
Bike World	2010	Bicycle Industry (includes shops)	San Antonio	40
Blue Line Bike Lab	2011	Bicycle Industry (includes shops)	Houston	5
Casteel & Associates, Inc.	2011	Manufacturing/Research	Dallas	10
City of Austin	2009	Non-profit/Government	Austin	11000
El Meson Restaurant	2013	Hospitality/Food/Retail	Houston	26
Plano Cycling & Fitness, Inc.	2012	Bicycle Industry (includes shops)	Plano	25
Sugar Cycles, Inc.	2010	Bicycle Industry (includes shops)	Missouri City	10
USAA	2009	Professional Services	San Antonio	22000
<b>UTAH</b>				
Salt Lake City Bicycle Co.	2010	Bicycle Industry (includes shops)	Salt Lake City	6
Saturday Cycles	2012	Bicycle Industry (includes shops)	Salt Lake City	5
Visit Salt Lake	2012	Non-profit/Government	Salt Lake City	100
<b>VERMONT</b>				
AllEarth Renewables, Inc.	2013	Manufacturing/Research	Williston	33
Burton Snowboards	2012	Manufacturing/Research	Burlington	392
Chittenden County Regional Planning Commission	2012	Non-profit/Government	Winooski	17
Dealer.com	2013	Professional Services	Burlington	1
<b>VIRGINIA</b>				
Arlington County Government	2010	Non-profit/Government	Arlington	800
Corporate Executive Board	2010	Non-profit/Government	Arlington	1803
Crystal City Business Improvement District	2010	Non-profit/Government	Arlington	5
Destination Sales and Marketing Group	2010	Professional Services	Arlington	17
East Coasters Bike Shop, Inc	2011	Bicycle Industry (includes shops)	Roanoke	15
Excella Consulting	2011	Professional Services	Arlington	91
Laura Holman's Home Daycare	2013	Professional Services	Arlington	2
Metropolitan Richmond Sports Backers	2013	Non-Profit/Government	Richmond	23
Phoenix Bikes	2010	Non-profit/Government	Arlington	4
Revolution Cycles, Arlington	2010	Bicycle Industry (includes shops)	Arlington	100
Revolution Cycles, Stafford	2011	Bicycle Industry (includes shops)	Stafford	10
Sharebike.org	2010	Non-profit/Government	Roanoke	5
The Bike Lane	2010	Bicycle Industry (includes shops)	Burke	12
<b>WASHINGTON</b>				
Anderton Law Office- Washingtgn Bike Law	2011	Professional Services	Seattle	3
Intercity Transit	2013	Non-profit/Government	Olympia	85
Microsoft	2011	Manufacturing/Research	Redmond	55000
Mountain Gear	2009	Bicycle Industry (includes shops)	Spokane Valley	75
REI - Redmond	2011	Bicycle Industry (includes shops)	Redmond	95
Wallis Engineering	2011	Professional Services	Vancouver	25

## MOST IMPROVED STATES

by rank 2008-2013

### DELAWARE

IN 2008

31

IN 2013

5



### GEORGIA

IN 2008

49

IN 2013

24



### MARYLAND

IN 2008

35

IN 2013

11



### CONNECTICUT

IN 2008

42

IN 2013

18



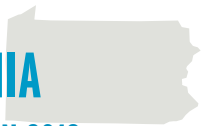
### PENNSYLVANIA

IN 2008

38

IN 2013

15

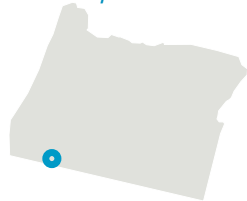




# MOST IMPROVED BFC

## Ashland, Oregon

(Bronze in 2004 to Gold in 2013)



## EMPLOYEES AT BFBs

*Estimated number  
of employees working  
for BFBs*

648,544

*Average number of  
employees per BFB*

1,095

## 2013 BICYCLE FRIENDLY BUSINESS

Washington Bike Law/Anderton Law Office	2009	Professional Services	Seattle	2
Whatcom Council of Governments	2008	Non-profit/Government	Bellingham	12

### WISCONSIN

Just Coffee Cooperative	2010	Hospitality/Food/Retail	Madison	13
Kimberly-Clark (Neenah, WI Sites)	2010	Manufacturing/Research	Neenah	3065
Pacific Cycle	2012	Bicycle Industry (includes shops)	Madison	150
Saris Cycling Group	2011	Bicycle Industry (includes shops)	Madison	175
Smith's Cycling & Fitness	2012	Bicycle Industry (includes shops)	LaCrosse	12
Trek Bicycle Stores of Madison	2010	Bicycle Industry (includes shops)	Madison	20
University of WI, Madison	2009	Non-profit/Government	Madison	23000

## BRONZE

### ALASKA

ECI/Hyer, Inc.	2013	Professional Services	Anchorage	19
Green Star Inc.	2009	Non-profit/Government	Anchorage	3
PDC Inc. Engineers	2013	Professional Services	Anchorage	129
Providence Alaska Medical Center	2010	Medical/Health	Anchorage	3169
R&M Consultants, Inc.	2012	Professional Services	Anchorage	88
REI - Anchorage	2011	Bicycle Industry (includes shops)	Anchorage	130
SouthEast Alaska Regional Health Consortium (SEARHC)-Sitka Campus	2011	Non-profit/Government	Sitka	582

### ARIZONA

Architekton	2012	Professional Services	Tempe	35
Banner Health	2010	Medical/Health	Mesa	3500
Critical Path Institute	2012	Non-profit/Government	Tucson	40
Ordinary Bike Shop	2011	Bicycle Industry (includes shops)	Tucson	9
REI - Phoenix	2012	Bicycle Industry (includes shops)	Phoenix	85
Sanofi Aventis Tucson Research Center	2011	Manufacturing/Research	Oro Valley	75
Spoke6	2012	Professional Services	Tucson	15
Unisource Global Solutions	2012	Professional Services	Chandler	45
Van Amburg Law Firm, PLLC	2011	Professional Services	Tucson	2
Wandertec, Inc.	2011	Manufacturing/Research	Flagstaff	10

### ARKANSAS

Chainwheel	2009	Bicycle Industry (includes shops)	Little Rock	11
City of Fayetteville	2010	Non-profit/Government	Fayetteville	753
Kimberly-Clark Corporation - Conway, AR.	2013	Manufacturing/Research	Conway	526
The Ride	2010	Bicycle Industry (includes shops)	Conway	5

### CALIFORNIA

Advanced Micro Devices, Sunnyvale	2013	Manufacturing/Research	Sunnyvale	825
California Giant Berry Farms	2008	Hospitality/Food/Retail	Watsonville	75
City of Chico	2012	Non-profit/Government	Chico	92
City of Chula Vista - Civic Center	2013	Non-Profit/Government	Chula Vista	179
City of Riverside City Hall	2013	Non-profit/Government	Riverside	100
County Of Santa Cruz	2012	Non-profit/Government	Santa Cruz	538
Dokken Engineering	2013	Professional Services	Folsom	66
Dudek	2011	Professional Services	Encinitas	230
Helen's Cycles	2012	Bicycle Industry (includes shops)	Santa Monica	45
Hot Italian	2011	Bicycle Industry (includes shops)	Sacramento	35
Kaiser Permanente San Rafael	2013	Medical/Health	San Rafael	47
Nelson Nygaard Consulting Associates - San Francisco	2013	Professional Services	San Francisco	128
REI - Fresno	2012	Bicycle Industry (includes shops)	Fresno	62
REI - Santa Monica	2013	Bicycle Industry (includes shops)	Santa Monica	55
REI - Stockton	2012	Bicycle Industry (includes shops)	Stockton	35
Santa Cruz Seaside Company	2008	Hospitality/Food/Retail	Santa Cruz	170
The Path Bike Shop	2011	Bicycle Industry (includes shops)	Tustin	22

Williams-Sonoma, Inc.	2012	Hospitality/Food/Retail	San Francisco	427
<b>COLORADO</b>				
Advanced Micro Devices, Fort Collins	2011	Manufacturing/Research	Ft. Collins	180
City of Colorado Springs	2012	Non-profit/Government	Colorado Springs	400
Colorado Springs Utilities	2012	Non-profit/Government	Colorado Springs	1800
EnviroFriendly Lawn Care	2009	Professional Services	Fort Collins	2
Equinox Brewing Co.	2013	Hospitality/Food/Retail	Fort Collins	142
ERO Resources Corporation	2013	Professional Services	Denver	30
ExperiencePlus! Bicycle Tours	2013	Bicycle Industry (includes shops)	Fort Collins	34
Fort Collins Veterinary Emergency Hospital	2009	Medical/Health	Fort Collins	23
Front Range Internet, Inc.	2012	Professional Services	Fort Collins	27
Golden Bear Bikes	2009	Bicycle Industry (includes shops)	Broomfield	6
Hendrix & Associates, LLC	2011	Professional Services	Monstrose	2
In-Situ Inc.	2010	Manufacturing/Research	Fort Collins	80
Left Hand Brewing Company	2012	Hospitality/Food/Retail	Longmont	55
Loris and Associates	2010	Professional Services	Lafayette	12
National Renewable Energy Laboratory (NREL)	2013	Non-Profit/Government	Golden	1800
Pearl Izumi	2010	Bicycle Industry (includes shops)	Louisville	100
Polar Bottle	2013	Manufacturing/Research	Boulder	50
REI - Boulder	2012	Bicycle Industry (includes shops)	Boulder	120
REI - Colorado Springs	2013	Hospitality/Food/Retail	Colorado Springs	63
TrainingPeaks	2011	Professional Services	Lafayette	30
Trebuchet Group, Inc.	2013	Professional Services	Fort Collins	4
Xilinx	2012	Professional Services	Longmont	250
<b>CONNECTICUT</b>				
Connecticut Mental Health Center	2013	Medical/Health	New Haven	139
CT Department of Energy and Environmental Protection	2012	Non-profit/Government	Hartford	750
<b>DELAWARE</b>				
AstraZeneca	2012	Manufacturing/Research	Wilmington	2860
<b>DISTRICT OF COLUMBIA</b>				
Capitol Hill Bikes	2012	Bicycle Industry (includes shops)	Washington	19
Economic Research Service/USDA	2010	Non-profit/Government	Washington	400
Environmental and Energy Study Institute (EESI)	2012	Non-profit/Government	Washington	9
Finnegan Henderson Farabow Garrett & Dunner LLP	2010	Professional Services	Washington	750
Friends Committee on National Legislation	2010	Non-profit/Government	Washington	25
International Monetary Fund	2013	Non-Profit/Government	Washington	1500
National Public Radio (NPR)	2011	Non-profit/Government	Washington	800
PricewaterhouseCoopers	2011	Professional Services	Washington	550
Robert Silman Associates	2011	Professional Services	Washington	36
US Department of State	2011	Non-profit/Government	Washington	6000
<b>FLORIDA</b>				
Arquitectonica International, Inc.	2012	Professional Services	Miami	50
Charlotte County Health Department	2010	Medical/Health	Port Charlotte	50
Island Bike Shop	2011	Bicycle Industry (includes shops)	Marco Island	3
Redmon Design Company	2011	Professional Services	Maitland	3
Sarasota Memorial Health Care	2011	Medical/Health	Sarasota	4000
<b>GEORGIA</b>				
Atlanta Regional Commission	2012	Non-profit/Government	Atlanta	170
Cogentes, Inc.	2013	Professional Services	Milledgeville	6
Daily Groceries Co-op	2013	Hospitality/Food/Retail	Athens	24
Fat Tire Bikes	2011	Bicycle Industry (includes shops)	Tybee Island	1
<b>IDAHO</b>				
Central District Health Department	2013	Non-profit/Government	Boise	61

# STUDENTS AT BFUs

*Estimated # of students  
enrolled at Bicycle  
Friendly Universities:*

1,723,451

*Average # of  
students per BFU:*

22,979

*\*As reported by BFU applicants  
at time of application*

## LARGEST BFU:

OHIO STATE UNIVERSITY



## SMALLEST BFU:

EASTERN MENNONITE  
UNIVERSITY



# TOP-TIER UNIVERSITIES

(Based on 2014 edition of  
U.S. News & World Report)

*BFUs Ranked  
Top-Tier by U.S. News  
and World Report:*

58

*BFUs ranked as  
Top-Tier National  
Universities:*

(Including 4 of the Top 5)

54

*BFUs ranked as  
Top-Tier National  
Liberal Arts Colleges:*

(Including 1 of the Top 5)

4

## 2013 BICYCLE FRIENDLY BUSINESS

CSHQA	2013	Professional Services	Boise	74
Department of Environmental Quality	2013	Non-Profit/Government	Boise	234
FLAVORS!, Inc.	2013	Hospitality/Food/Retail	Boise	6
Foerstel	2013	Professional Services	Boise	13
HDR, Inc.	2013	Professional Services	Boise	85
Idaho Department of Water Resources	2013	Non-Profit/Government	Boise	90
Microsoft - Boise	2011	Manufacturing/Research	Boise	75
National Interagency Fire Center (NIFC)	2010	Non-profit/Government	Boise	550
Oliver Russell	2013	Professional Services	Boise	10
REI - Boise	2011	Bicycle Industry (includes shops)	Boise	70
Richardson and O'Leary, PLLC	2013	Professional Services	Boise	3
St. Luke's Health System	2013	Medical/Health	Boise	44
The Pursuit	2013	Non-Profit/Government	Boise	6
The Walton Works	2013	Professional Services	Boise	4
Treasure Valley Family YMCA - Downtown Branch	2013	Non-profit/Government	Boise	29
<b>ILLINOIS</b>				
Champaign Cycle Co.	2013	Bicycle Industry (includes shops)	Champaign	70
City of Champaign	2010	Non-profit/Government	Champaign	205
Common Ground Food Co-op	2011	Hospitality/Food/Retail	Urbana	42
DM Systems Headquarters	2011	Medical/Health	Evanston	11
Hile Group	2013	Professional Services	Normal	6
Peace Corps - Chicago	2013	Non-profit/Government	Chicago	23
That's Rentertainment	2012	Hospitality/Food/Retail	Champaign	8
Trek Bicycle Store of Downers Grove	2010	Bicycle Industry (includes shops)	Downers Grove	10
<b>INDIANA</b>				
AI Cyclery	2012	Bicycle Industry (includes shops)	Indianapolis	4
Angie's List	2012	Professional Services	Indianapolis	1021
Bloomington Cooperative Services	2010	Hospitality/Food/Retail	Bloomington	224
City of Indianapolis (City County Building)	2012	Non-profit/Government	Indianapolis	2500
DePuy Orthopaedics	2012	Manufacturing/Research	Warsaw	1300
Eli Lilly and Co.	2010	Manufacturing/Research	Indianapolis	120000
Gear Up Cyclery	2013	Bicycle Industry (includes shops)	Plainfield	52
GTA Containers, Inc.	2012	Manufacturing/Research	South Bend	15
Indiana State Department of Health	2011	Non-profit/Government	Indianapolis	634
Indiana University Health, Methodist Hospital	2013	Medical/Health	Indianapolis	43
Keep Indianapolis Beautiful	2011	Non-profit/Government	Indianapolis	18
Memorial Hospital and Health System	2013	Medical/Health	South Bend	153
One Lucky Guitar, Inc.	2011	Professional Services	Fort Wayne	10
Outpost Sports	2012	Hospitality/Food/Retail	Mishawaka	20
RCI	2010	Hospitality/Food/Retail	Carmel	1200
Riley Hospital, IU Health	2013	Medical/Health	Indianapolis	138
Storrow Kinsella Associates	2011	Professional Services	Indianapolis	10
Sun King Brewing Co.	2011	Hospitality/Food/Retail	Indianapolis	19
University Hospital, IU Health	2013	Medical/Health	Indianapolis	137
<b>IOWA</b>				
Bike Tech	2009	Bicycle Industry (includes shops)	Cedar Falls	5
Broken Spoke	2009	Bicycle Industry (includes shops)	Iowa City	2
DuPont Pioneer	2013	Manufacturing/Research	Johnston	4056
Free Flight	2011	Bicycle Industry (includes shops)	Dubuque	11
Gundersen Lutheran - Decorah	2012	Medical/Health	Decorah	82
Neumann Monson Architects	2013	Professional Services	Iowa City	105
Rockwell Collins, Cedar Rapids	2012	Manufacturing/Research	Cedar Rapids	9000
<b>KANSAS</b>				
Anderson Rentals, Inc.	2011	Hospitality/Food/Retail	Lawrence	14



Big Poppi Bicycle Co.	2012	Bicycle Industry (includes shops)	Manhattan	10
Foth IE - Kansas City	2010	Professional Services	Overland Park	6
PKHLS Architecture, P.A.	2013	Professional Services	Newton	5

#### KENTUCKY

Louisville Metro Development Center	2013	Non-Profit/Government	Louisville	60
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#### MARYLAND

Arrow Bicycle	2009	Bicycle Industry (includes shops)	Hyattsville	5
Baltimore Office of Kittelson & Associates, Inc.	2013	Professional Services	Baltimore	11
Bethesda Urban Partnership	2012	Non-profit/Government	Bethesda	35
Healthy Howard, Inc.	2013	Non-Profit/Government	Columbia	35
Life Technologies	2013	Manufacturing/Research	Frederick	500
Marion I. & Henry J. Knott Foundation	2011	Non-profit/Government	Baltimore	4
REI - College Park	2010	Bicycle Industry (includes shops)	College Park	50
The Johns Hopkins University, Applied Physics Laboratory	2011	Manufacturing/Research	Laurel	5000

#### MASSACHUSETTS

A Better City	2011	Non-profit/Government	Boston	131
AEW Capital Management, Indianapolis	2012	Professional Services	Boston	175
AIR Worldwide	2012	Manufacturing/Research	Boston	300
Boloco	2011	Hospitality/Food/Retail	Boston	317
Dana-Farber Cancer Institute	2012	Medical/Health	Boston	6500
Emerald Necklace Conservancy	2013	Non-Profit/Government	Boston	9
Geekhouse Bikes	2011	Bicycle Industry (includes shops)	Boston	3
Institute for Human Centered Design	2011	Non-profit/Government	Boston	20
MassDOT	2012	Non-profit/Government	Boston	1300
Metropolitan Area Planning Council	2013	Non-Profit/Government	Boston	73
Nelson Nygaard Consulting Associates - Boston	2013	Professional Services	Boston	143
New Horizons Bikes	2013	Bicycle Industry (includes shops)	Westfield	141
Next Phase Studios	2011	Professional Services	Boston	5
Stantec Planning & Landscape Architecture	2012	Professional Services	Boston	38
Tsoi/Kobus & Associates	2013	Professional Services	Cambridge	60

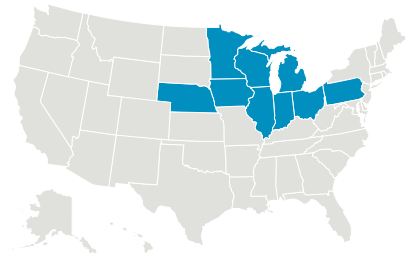
#### MICHIGAN

Amway	2012	Professional Services	Ada	4000
Beaumont Hospital Royal Oak Campus	2013	Medical/Health	Royal Oak	96
Gordon Food Service	2013	Hospitality/Food/Retail	Wyoming	1200
Michigan Fitness Foundation	2011	Non-profit/Government	Lansing	35
OmniCorpDetroit	2011	Manufacturing/Research	Detroit	10
Priority Health	2012	Medical/Health	Grand Rapids	833
Steelcase, Inc.	2013	Manufacturing/Research	Grand Rapids	51
Village Bike and Fitness	2012	Bicycle Industry (includes shops)	Jenison	6
Wheelhouse - Detroit	2011	Bicycle Industry (includes shops)	Detroit	6

#### MINNESOTA

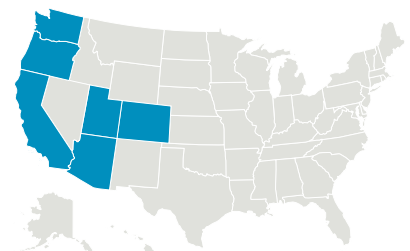
Ameriprise Financial, Corporate Headquarters	2010	Professional Services	Minneapolis	5000
Architectural Alliance	2011	Professional Services	Minneapolis	65
Birchwood Cafe	2010	Hospitality/Food/Retail	Minneapolis	50
Cabin Coffeehouse and Cafe	2012	Hospitality/Food/Retail	Bemidji	41194
Capella University	2009	Non-profit/Government	Minneapolis	2000
Carmichael Lynch	2009	Professional Services	Minneapolis	230
Clockwork Active Media System	2011	Professional Services	Minneapolis	45
Colle+McVoy	2010	Professional Services	Minneapolis	170
Fein Violins, Ltd.	2010	Hospitality/Food/Retail	St. Paul	6
Fresh Energy	2010	Non-profit/Government	St. Paul	20
General Mills	2012	Manufacturing/Research	Golden Valley	4500
Great River Energy	2010	Non-profit/Government	Maple Grove	875
HealthPartners	2012	Medical/Health	Bloomington	2287

## TOP THREE BFUs BY CONFERENCE



### Big Ten Conference

9



### Pacific 12 Conference

8



### Atlantic Coast Conference

8

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### Across America North

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### Ride the East

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## 2013 BICYCLE FRIENDLY BUSINESS

International Business Machines (IBM) Rochester	2010	Manufacturing/Research	Rochester	4400
Mr. Michael Recycles Bicycles	2009	Bicycle Industry (includes shops)	St. Paul	3
Northern Brewer, Ltd	2011	Hospitality/Food/Retail	Roseville	82
Park Tool Co.	2010	Bicycle Industry (includes shops)	Saint Paul	45
Ramsey County	2010	Non-profit/Government	Saint Paul	4000
Ringdahl Ambulance	2013	Medical/Health	Fergus Falls	123
Sawtooth Mountain Clinic, Inc.	2013	Medical/Health	Grand Marais	26
Scheels	2013	Bicycle Industry (includes shops)	Mankat	130
Spyeglass	2010	Professional Services	Minneapolis	10
Superior North Outdoor Center	2012	Hospitality/Food/Retail	Grand Marais	4
The Bike Guy Ski and Bicycle Shop	2012	Bicycle Industry (includes shops)	Bemidji	6
The Green Institute	2010	Non-profit/Government	Minneapolis	15
Vocal Laboratories Inc.	2012	Professional Services	Golden Valley	5

### MISSOURI

2nd Street Bike Stop Café	2011	Hospitality/Food/Retail	St. Charles	4
Bike America	2013	Bicycle Industry (includes shops)	Lees Summit	76
Bike Stop Bicycle Stores	2012	Bicycle Industry (includes shops)	Lee's Summit	4
One More Cup	2011	Hospitality/Food/Retail	Kansas City	8
Route 66 Bicycles	2011	Bicycle Industry (includes shops)	Rolla	3
The Roasterie, Inc.	2011	Hospitality/Food/Retail	Kansas City	31
Urban Eats Cafe	2010	Hospitality/Food/Retail	St. Louis	13
Velocity Cafe & Cyclery	2009	Bicycle Industry (includes shops)	St. Louis	13
Walt's Bicycle, Fitness, and Wilderness Company	2010	Bicycle Industry (includes shops)	Columbia	18

### MONTANA

CTA Architects Engineers	2013	Professional Services	Billings	56
REI - Missoula	2012	Bicycle Industry (includes shops)	Missoula	50

### NEBRASKA

Alley Poyner Macchietto Architecture	2010	Professional Services	Omaha	30
Bike Masters	2010	Bicycle Industry (includes shops)	Omaha	10
Bike Rack Cycling and Fitness	2010	Bicycle Industry (includes shops)	Omaha	20
Carlson Hotels	2010	Hospitality/Food/Retail	Omaha	350
Physicians Mutual	2011	Professional Services	Omaha	1034
The Bike Way	2011	Bicycle Industry (includes shops)	Omaha	6

### NEVADA

Cashman Equipment Company	2013	Professional Services	Henderson	270
City of Las Vegas	2013	Non-Profit/Government	Las Vegas	650
Las Vegas Cyclery	2013	Bicycle Industry (includes shops)	Las Vegas	20

### NEW HAMPSHIRE

USDA Forest Service Lab, Durham	2012	Non-profit/Government	Durham	80
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### NEW JERSEY

Animal Bikes	2013	Bicycle Industry (includes shops)	Jersey City	79
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### NEW MEXICO

Outdoor Adventures	2013	Hospitality/Food/Retail	Las Cruces	6
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### NEW YORK

Nelson Nygaard Consulting Associates - New York	2013	Professional Services	New York	156
Random House, Inc.	2011	Professional Services	New York	1400
RCommunity Bikes	2010	Non-profit/Government	Rochester	3

### NORTH CAROLINA

National Institute of Env. Health Services	2011	Non-profit/Government	Research Triangle	1150
Sharon Luggage	2012	Hospitality/Food/Retail	Charlotte	7
Shuler Funeral Home/Forest Lawn Funeral Home	2011	Professional Services	Hendersonville	8

### THE LEAGUE OF AMERICAN BICYCLISTS

The League of American Bicyclists, founded in 1880 as the League of American Wheelmen, promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of the nation's 57 million bicyclists. With a current membership of 300,000 affiliated cyclists, including 25,000 individuals and 700 organizations, the League works to bring better bicycling to your community. Contact League officers, directors or staff at League of American Bicyclists, 1612 K Street, NW, Suite 308, Washington, DC 20006-2850, 202-822-1333; [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org), fax: 202-822-1334.

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### AMERICAN BICYCLIST MAGAZINE

*Editor:* Carolyn Szczepanski

*Designer:* Carey Donnelly, Studio d

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URS Corporation, Morrisville	2011	Professional Services	Morrisville	45000
Walter Robbs Callahan & Pierce Architects, PA	2013	Professional Services	Winston-Salem	34
<b>OHIO</b>				
Columbus Food League	2011	Hospitality/Food/Retail	Columbus	150
Five Rivers MetroParks	2011	Non-profit/Government	Dayton	305
Gahanna YMCA of Central Ohio	2010	Non-profit/Government	Gahanna	100
Human Nature, Inc.	2013	Professional Services	Cincinnati	11
Reed Elsevier/LexisNexis	2013	Professional Services	Miamisburg	3600
Squire Sanders (US) LLP - Cleveland	2013	Professional Services	Cleveland	115
Team Cycling and Fitness	2012	Bicycle Industry (includes shops)	Cincinnati	5
<b>OREGON</b>				
Elliott Associates, Inc	2013	Professional Services	Portland	38
Jesuit Volunteer Corps Northwest	2013	Non-Profit/Government	Portland	19
Kittelson & Associates, Inc. - Portland	2012	Professional Services	Portland	50
LifeCycle Adventures	2012	Hospitality/Food/Retail	Portland	5
Mill Inn	2013	Hospitality/Food/Retail	Bend	4
Mountain Rose Herbs	2013	Manufacturing/Research	Eugene	120
NW Natural	2011	Professional Services	Portland	1000
OMRI (Organic Materials Review Institute)	2013	Non-Profit/Government	Eugene	25
PECI	2013	Professional Services	Portland	18
Providence St. Vincent Medical Center	2010	Medical/Health	Portland	4240
Regence	2011	Non-profit/Government	Portland	5000
Substance	2011	Professional Services	Portland	8
Sunnyside Sports	2011	Bicycle Industry (includes shops)	Bend	20
The Standard	2011	Professional Services	Portland	3200
Travel Portland	2009	Non-profit/Government	Portland	49
Unico Properties	2013	Professional Services	Portland	13
<b>PENNSYLVANIA</b>				
BarkleyREI	2013	Professional Services	Pittsburgh	30
Bikesport, Inc	2011	Bicycle Industry (includes shops)	Trappe	13
Bucks County Bicycle Company	2011	Bicycle Industry (includes shops)	Levittown	14
Cargas Systems	2013	Professional Services	Lancaster	50
Carnegie Mellon University - Dept. of Mech. Engineering	2012	Non-profit/Government	Pittsburgh	200
Chatham University	2011	Non-profit/Government	Pittsburgh	250
Dream Ride Projects	2009	Non-profit/Government	Lancaster	3
East End Food Co-op	2011	Hospitality/Food/Retail	Pittsburgh	75
Google Pittsburgh	2011	Manufacturing/Research	Pittsburgh	215
Highmark - Pittsburgh	2011	Professional Services	Pittsburgh	4275
KCF Technologies, Inc.	2013	Professional Services	State College	89
Mullen	2012	Professional Services	Pittsburgh	40
OTB Bicycle Cafe	2010	Hospitality/Food/Retail	Pittsburgh	15
Pair Networks	2012	Professional Services	Pittsburgh	65
Pashek Associates	2012	Professional Services	Pittsburgh	13
Priory Hospitality Group	2012	Hospitality/Food/Retail	Pittsburgh	70
Rodale	2009	Hospitality/Food/Retail	Emmaus	880
Springboard	2011	Professional Services	Pittsburgh	5
The Sprout Fund	2011	Non-profit/Government	Pittsburgh	6
The Student Conservation Association - Three Rivers Pittsburgh Office	2013	Non-Profit/Government	Pittsburgh	8
Urban Design Associates	2011	Professional Services	Pittsburgh	20
Urban Engineers	2013	Professional Services	Philadelphia	133
Videon Central, Inc.	2011	Manufacturing/Research	State College	72
<b>RHODE ISLAND</b>				
US Open Cycling Foundation	2009	Non-profit/Government	Providence	2



# 2013 BICYCLE FRIENDLY UNIVERSITIES

COLLEGE/UNIVERSITY NAME	LOCATION
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## PLATINUM

Stanford University	Stanford, CA
University of California, Davis	Davis, CA

## GOLD

Portland State University	Portland, OR
University of California, Santa Barbara	Santa Barbara, CA
University of Minnesota, Twin Cities	Twin Cities, MN
University of Montana	Missoula, MT

## SILVER

Boise State University	Boise, ID
Bowdoin College	Brunswick, ME
California State University, Long Beach	Long Beach, CA
Colorado State University	Fort Collins, CO
Georgia Institute of Technology	Atlanta, GA
Harvard University	Cambridge, MA
Lincoln Memorial University	Harrogate, TN
Northern Arizona University	Flagstaff, AZ
Oregon State University	Corvallis, OR
University of Arizona, Tucson	Tucson, AZ
University of California, Irvine	Irvine, CA
University of California, Berkeley	Berkeley, CA
University of La Verne	La Verne, CA
University of Louisville	Louisville, KY
University of Maryland, College Park	College Park, MD
University of Nebraska, Lincoln	Lincoln, NE
University of Oregon	Eugene, OR
University of Utah	Salt Lake City, UT
University of Washington, Seattle	Seattle, WA
University of Wisconsin-Madison	Madison, WI
Utah State University	Logan, UT
Virginia Commonwealth University	Richmond, VA

## BRONZE

Alfred University	Alfred, NY
California Institute of Technology	Pasadena, CA
Carroll University	Waukesha, WI
Chatham University	Pittsburgh, PA
Clemson University	Clemson, SC
Cornell University	Ithaca, NY
Duke University	Durham, NC
Eastern Mennonite University	Harrisonburg, VA

## 2013 BICYCLE FRIENDLY BUSINESS

### SOUTH CAROLINA

Bees Ferry Veterinary Hospital	2012	Professional Services	Charleston	20
Caine Halter Family YMCA	2011	Non-Profit/Government	Greenville	130
Fluor	2009	Manufacturing/Research	Greenville	2200
GE Energy Greenville	2012	Manufacturing/Research	Greenville	3000
Mary Black Foundation	2009	Non-profit/Government	Spartanburg	8
Swamp Rabbit Cafe and Grocery	2012	Hospitality/Food/Retail	Greenville	11
Upstate Forever	2010	Non-profit/Government	Greenville	23
YMCA of Greenville	2013	Non-profit/Government	Greenville	35

### TENNESSEE

Bike Chattanooga	2013	Bicycle Industry (includes shops)	Chattanooga	5
City of Memphis - City Hall	2011	Non-profit/Government	Memphis	460
HUB Endurance	2013	Bicycle Industry (includes shops)	Chattanooga	6
Shelby Farms Park Conservancy	2012	Non-profit/Government	Memphis	20
The Crash Pad	2013	Hospitality/Food/Retail	Chattanooga	5
Trek Bicycle Store of Chattanooga	2013	Bicycle Industry (includes shops)	Chattanooga	6

### TEXAS

Advanced Micro Devices, Austin	2010	Manufacturing/Research	Austin	2800
Asakura Robinson Company LLC	2011	Professional Services	Houston	8
Bikesport	2010	Bicycle Industry (includes shops)	Houston	7
City of Fort Worth	2013	Non-profit/Government	Fort Worth	60
HomeAway	2011	Professional Services	Austin	430
San Antonio Bike Share	2012	Bicycle Industry (includes shops)	San Antonio	4
Texas Instruments Inc.	2013	Manufacturing/Research	Plano	3
Wheatsville Food Co-op	2012	Hospitality/Food/Retail	Austin	145

### UTAH

FFKR Architects	2013	Professional Services	Salt Lake City	117
InterContinental Hotels Group (IHG)	2009	Hospitality/Food/Retail	Salt Lake City	550
Petzl America	2012	Manufacturing/Research	Clearfield	51
Rockwell Collins, Salt Lake City	2011	Professional Services	Salt Lake City	240

### VERMONT

Earl's Cyclery Fitness	2013	Bicycle Industry (includes shops)	So. Burlington	28
Fletcher Allen Health Care	2013	Medical/Health	Burlington	4940
Old Spokes Home	2010	Bicycle Industry (includes shops)	Burlington	10
Skirack	2012	Bicycle Industry (includes shops)	Burlington	60
Trudell Consulting Engineers	2013	Professional Services	Williston	22

### VIRGINIA

2500 Wilson Boulevard	2013	Professional Services	Arlington	250
Blackwater Bike Shop Inc.	2012	Bicycle Industry (includes shops)	Lynchburg	6
Blue Wheel Bicycles	2009	Bicycle Industry (includes shops)	Charlottesville	4
Carilion Clinic	2012	Medical/Health	Roanoke	500
Deloitte Consulting, LLP	2012	Professional Services	Arlington	5000
Fish and Wildlife Service	2013	Non-Profit/Government	Arlington	400
Gateway Monterey Inc	2013	Professional Services	Arlington	300
Gibbs & Cox, Inc	2012	Medical/Health	Arlington	65
International Relief and Development	2013	Non-profit/Government	Arlington	132
Java Shack	2010	Hospitality/Food/Retail	Arlington	7
John Snow, Incorporated	2011	Non-profit/Government	Arlington	320
MEPT Courthouse Tower LLC c/o Lincoln Property Company	2012	Professional Services	Arlington	6
Opower	2013	Professional Services	Arlington	230
Paramount Group, Inc.	2011	Professional Services	Arlington	13
Public Broadcasting Service	2013	Non-Profit/Government	Arlington	350
Reston Association	2013	Non-profit/Government	Reston	146
Roanoke Regional Partnership	2012	Professional Services	Roanoke	6

## 2013 BICYCLE FRIENDLY BUSINESS

Roanoke Valley Alleghany Regional Commission	2008	Non-profit/Government	Roanoke	12
SRA International, Inc.	2012	Professional Services	Arlington	650
The Nature Conservancy	2012	Non-profit/Government	Arlington	650
Winrock International	2012	Non-profit/Government	Arlington	80
<b>WASHINGTON</b>				
AHA!	2011	Professional Services	Vancouver	45
Alling Henning Associates	2009	Professional Services	Vancouver	34
Avtech Corporation	2009	Manufacturing/Research	Seattle	240
Bicycle Quarterly Press	2011	Professional Services	Seattle	3
Coffman Engineers, Inc	2011	Professional Services	Spokane	55
• Nelson Nygaard Consulting Associates - Seattle	2013	Professional Services	Seattle	159
• Peace Corps - Seattle	2013	Non-profit/Government	Seattle	24
Providence St. Peter Hospital	2009	Medical/Health	Olympia	2400
REI - Olympia	2012	Bicycle Industry (includes shops)	Olympia	55
Rings & Things	2009	Hospitality/Food/Retail	Spokane	77
• Skagit Valley Food Co-op	2013	Hospitality/Food/Retail	Mount Vernon	165
Sustainable Connections	2012	Non-profit/Government	Bellingham	14
<b>WEST VIRGINIA</b>				
Parkersburg Bicycle	2009	Bicycle Industry (includes shops)	Parkersburg	3
US Forest Service Northeastern Area	2011	Non-profit/Government	Morgantown	55
Wamsley Cycles	2010	Bicycle Industry (includes shops)	Morgantown	8
<b>WISCONSIN</b>				
American Family Insurance	2012	Professional Services	Madison	3200
Berghammer Construction	2010	Manufacturing/Research	Butler	30
Candlewood Suites	2011	Hospitality/Food/Retail	La Crosse	16
• Capital Brewery	2013	Hospitality/Food/Retail	Middleton	80
• CUNA Mutual Group	2013	Professional Services	Madison	1800
Dairyland Power Cooperative	2011	Professional Services	La Crosse	621
Engberg Anderson, Inc.	2010	Professional Services	Milwaukee	60
Eppstein Uhen Architects, Milwaukee Office	2010	Professional Services	Milwaukee	100
Foley & Lardner LLP	2012	Professional Services	Milwaukee	595
• Griessmeyer Law	2013	Professional Services	Verona	75
• Gunderson Health System - La Crescent	2013	Medical/Health	La Crosse	1246
• Gunderson Health System - Viroqua	2013	Medical/Health	La Crosse	76
Gundersen Lutheran - La Crosse	2011	Medical/Health	La Crosse	4358
Gundersen Lutheran - Prairie Du Chien	2012	Medical/Health	Prairie Du Chien	73
Gundersen Lutheran - Sparta	2012	Medical/Health	Sparta	45
La Crosse Area Family YMCA	2012	Non-profit/Government	La Crosse	525
MayoClinic Health System - Franciscan Healthcare	2011	Medical/Health	La Crosse	3500
Michaels Engineering	2012	Manufacturing/Research	La Crosse	45
Northwestern Mutual	2011	Professional Services	Milwaukee	4950
SAP Labs, La Crosse	2010	Professional Services	La Crosse	171
Schreiber Anderson Associates (SAA)	2009	Professional Services	Madison	24
• Sixteenth Street Community Health Centers - 1032 S. Cesar E. Chavez Dr.	2013	Medical/Health	Milwaukee	149
• Sixteenth Street Community Health Centers - 1337 South Cesar E. Chavez Drive	2013	Medical/Health	Milwaukee	36
• Sixteenth Street Community Health Centers - 2906 South 20th Street	2013	Medical/Health	Milwaukee	155
Three Sixty Real Estate Solutions	2011	Professional Services	La Crosse	17
Urban Ecology Center	2010	Non-profit/Government	Milwaukee	35
Western Technical College	2011	Non-profit/Government	La Crosse	525
<b>WYOMING</b>				
Lexington at Jackson Hole Hotel & Suites	2011	Hospitality/Food/Retail	Jackson	25

## 2013 BICYCLE FRIENDLY UNIVERSITIES

COLLEGE/UNIVERSITY NAME	LOCATION
<b>BRONZE (CONTINUED)</b>	
Emory University	Atlanta, GA
George Mason University	Fairfax, VA
• Georgetown University	Washington, DC
• Gustavus Adolphus College	Saint Peter, MN
Indiana University	Bloomington, IN
• James Madison University	Harrisonburg, VA
Michigan State University	East Lansing, MI
• Michigan Technological University	Houghton, MI
• New Mexico State University	Las Cruces, NM
North Carolina State University	Raleigh, NC
• Oberlin College and Conservatory	Oberlin, OH
Ohio State University	Columbus, OH
• Old Dominion University	Norfolk, VA
Pennsylvania State University	University Park, PA
Princeton University	Princeton, NJ
Rochester Institute of Technology	Rochester, NY
State University of New York at Buffalo	Buffalo, NY
• Texas Tech University	Lubbock, TX
University of California, Los Angeles	Los Angeles, CA
University of Denver	Denver, CO
University of Illinois at Urbana-Champaign	Champaign, IL
• University of Illinois at Chicago	Chicago, IL
University of Kentucky	Lexington, KY
University of Miami	Coral Gables, FL
University of Michigan, Ann Arbor	Ann Arbor, MI
• University of Michigan, Flint	Flint, MI
• University of New England	Biddeford, ME
University of North Carolina, Greensboro	Greensboro, NC
University of North Carolina, Wilmington	Wilmington, NC
• University of San Diego	San Diego, CA
University of South Carolina, Columbia	Columbia, SC
• University of Texas at Austin	Austin, TX
University of Vermont	Burlington, VT
• University of Virginia	Charlottesville, VA
• University of Wisconsin-Milwaukee	Milwaukee, WI
• University of Wisconsin-Eau Claire	Eau Claire, WI
• Virginia Tech	Blacksburg, VA
• Western Kentucky University	Bowling Green, KY
Yale University	New Haven, CT

# ENTER THE BICYCLE FRIENDLY AMERICA PHOTO CONTEST



*Photo by Maggie Smith*

**F**or us, there's nothing more beautiful than the sight of smiling bicyclists commuting on two wheels or pedaling for recreation. And thanks to the tremendous growth of the Bicycle Friendly America program, we're seeing more communities, businesses and universities adopting that vision.

Help the League continue this progress by showing us the best of bicycling in your city, school or workplace. We want to showcase and celebrate the many different ways our nation is becoming more bicycle friendly, with a focus on how biking makes life

better. We're not looking for your best images of innovative facilities, but the vibrant faces of the people who enjoy them. We want to see the joy, energy and impact of a Bicycle Friendly America — in action!

Participation is free, easy and open to the public — and the Grand Prize winner will receive a free registration to the 2015 National Bike Summit. Learn more at [bikeleague.org/bfaphotocontest](http://bikeleague.org/bfaphotocontest) and submit your best images by May 11. Winners will be announced and promoted during 2014 National Bike Month! QUESTIONS? EMAIL [LIZ@BIKELEAGUE.ORG](mailto:LIZ@BIKELEAGUE.ORG)



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